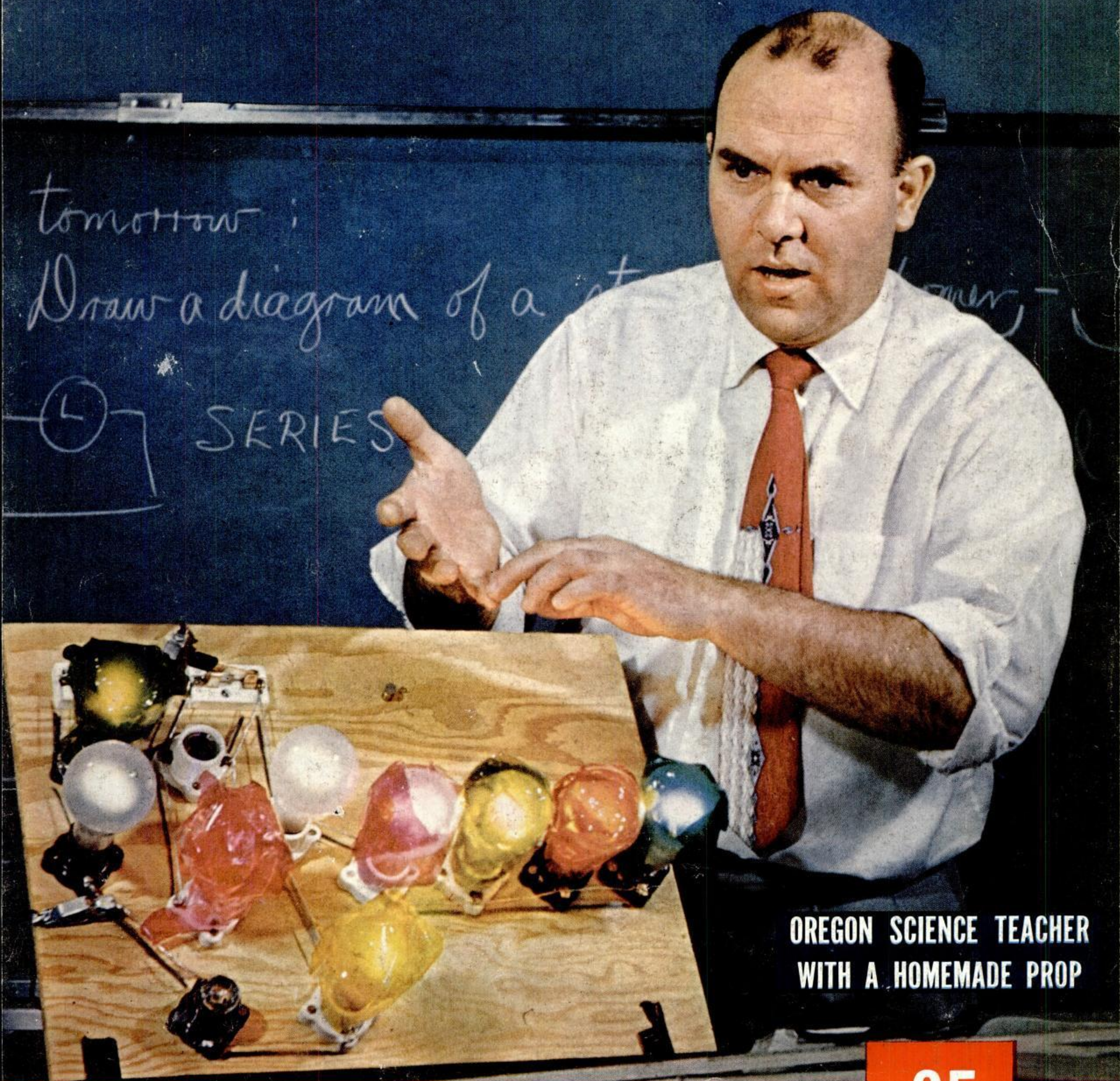


LIFE

CRISIS IN EDUCATION PART II
OUR URGENT TEACHER PROBLEM
IN PAY, OVERWORK AND TRAINING
WHAT 'HIDDEN SELL' IS ALL ABOUT



OREGON SCIENCE TEACHER
WITH A HOMEMADE PROP

MARCH 31, 1958 **25** CENTS

OUT OF A BRILLIANT PAST ... A SUPREME TRIUMPH!



Only from the great traditions of Cadillac could there come a motor car as surpassingly fine as the beautiful creation you see here. It's the Cadillac car for 1958—a brilliant achievement in all the qualities that make it the Standard of the World. And paramount among these is the great *practical* satisfaction it renders. From every standpoint, the Cadillac car has become an even wiser

purchase for an even wider group of motorists. Whether your favorite is the Sixty-Two Coupe or the Eldorado Brougham, we invite you to inspect its Fleetwood coachcrafting—and to spend an hour at the wheel. Your dealer will be your delighted host at any time.



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION FORWARD FROM FIFTY
Light the Way to Safety—Aim Your Headlights • Every Window of Every Cadillac is Safety Plate Glass

Cadillac



Only automatic washer with the Triple-Duty Filter-Dispenser!

PHILCO-BENDIX LINT-FREE AUTOMATIC

AUTOMATICALLY ADDS SOAPS, SPECIAL RINSES. DOES AWAY WITH LINT!



**EXCLUSIVE
TRIPLE-DUTY
FILTER-
DISPENSER**

1. Automatically dispenses detergents, soaps and softeners. Mixes evenly for cleanest results. It also aids clothes turnover in sudsy water.

2. Automatically dispenses special

rinses or fabric conditioners. Gives fabrics "like new" finish every time.

3. Automatically filters every drop of water three times. Big 360° lint screen never clogs. Instant cleaning.

MODEL W-288

Automatic washers with Triple-Duty Filter-Dispenser as low as

\$199⁹⁵

Matching electric dryer \$169.95

PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



YOU CAN'T OVERLOAD IT. Exclusive "Ball Point Balance" lets you wash a 5 x 7 shag rug as easily as a lightweight sheet. Adjusts to every load automatically. No cutoffs. No half-washed clothes—ever!



AUTOMATIC WASH 'N' WEAR CYCLE.

Shorter wash time... gentler agitator speed. And you can wash and rinse in the warm or cold temperatures recommended by makers of new Automatic Wash 'n' Wear fashions.

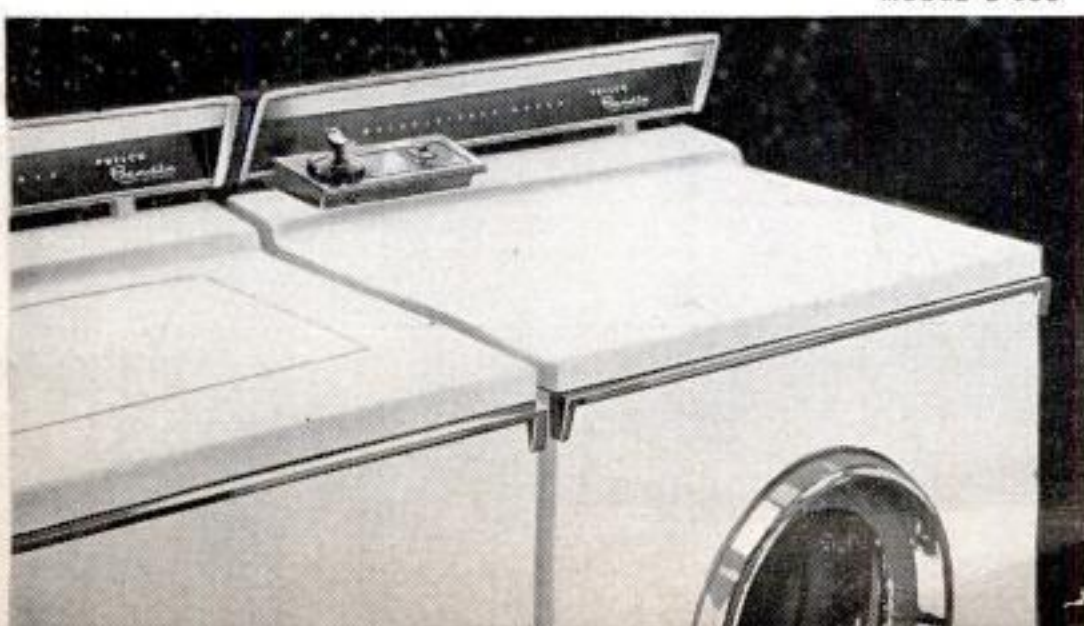


TROUBLE-FREE! Every part used in this Philco-Bendix automatic must stand up to an engineering "life test" equal to many years of rugged use. 5-year warranty on transmission. One-year guarantee on parts.

Choose from 35 Philco-Bendix washers, dryers and combinations!

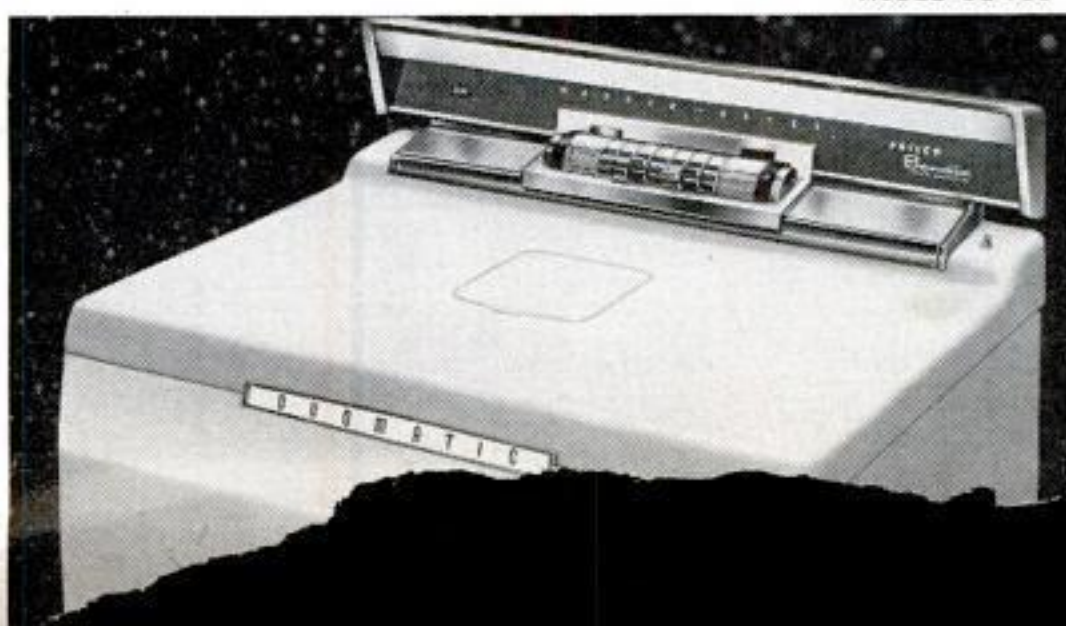
MATCHING "WRINKLE-FREE" DRYER. Brand-new dewrinkling feature conforms with procedures developed by DuPont for wash 'n' wear fabrics containing their new synthetic fibers. Exclusive drying system is super-fast, yet safe for all fabrics. No sorting is ever needed!

MODEL D-688



PHILCO-BENDIX DUOMATIC. The only combination that outperforms even separate units. Duomatic's Big Filter Drum makes lint a thing of the past. Five water temperatures for soaking, washing and rinsing. Exclusive one-temp drying system ends need for fabric sorting.

MODEL CE-788



LOOK AHEAD... and you'll choose

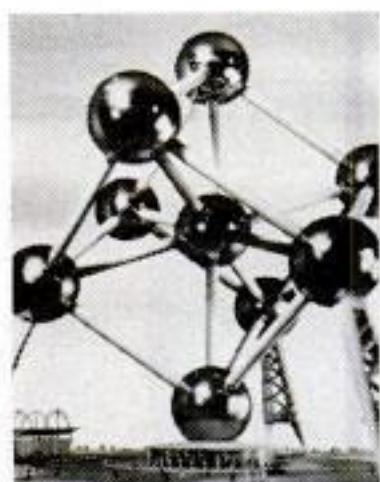
PHILCO-BENDIX®

PHILCO-BENDIX HOME LAUNDRY ARE BROUGHT TO YOU BY PHILCO

Copyrighted material

Brussels World's Fair 23

Under this 334-foot-tall atomic symbol, 43 nations rush to complete an astonishingly futuristic World's Fair at Brussels—an outburst of technical wonders and carnival fun.



BRUSSELS "ATOMIUM"

What's with our teachers 93

Trials and shortcomings of U.S. schoolteachers, including the work of one dedicated science instructor, are summed up. "Crisis in Education," Part II.



TEACHER PEARSON

Russia's 'Smiling Mike' 46

Reversing a long line of sour Soviet envoys, the new ambassador to the U.S., "Smiling Mike" Menshikov, beams out sweetness-and-light line.



MENSHIKOV

'Hidden sell' uncovered 102

What is this "hidden sell" that is supposed to steal into our minds unnoticed? Can SP brainwash us all? Herbert Brean supplies the answers in an article.



SUBLIMINAL TECHNIQUE

Ceylon contradictions 57

Elephants work, horses live in zoos, devils pop up everywhere in Ceylon—an exotic island of fantastic contradictions shown in portfolio of brilliant color.



DEVIL IN CEYLON

COVER

Donald Pearson, 36, science teacher near Portland, Ore., illustrates electrical connections to his physics class with demonstration board he made at home (see pp. 93-101)

THE WEEK'S EVENTS

- Brussels asks world to its fair: giant carnival of progress, pleasures—and competition. **Photographed for LIFE by Michael Rougier** 23
- The trip Liz Taylor could not take: her husband, **Producer Mike Todd, dies in plane crash** 30
- The man who took the beating for Vanguard: as hard luck finally runs out for satellite boss, scientists make specific plans for **moon and Mars. By Hugh Sidey** 35
- Winter's last fling hits the battered east **with crippling snow** 43
- Pair of Soviet charmers on U.S. scene: making the rounds, "Smiling Mike," the ambassador, and his wife personify **Moscow's newest friendly pitch** 46

EDITORIAL

- The deeper problem in education** 32

PHOTOGRAPHIC ESSAYS

- Paradise of paradox: Ceylon, rich in nature and legend, is also rich in contradictions. **Photographed for LIFE by Dmitri Kessel** 57
- An underdog profession imperils the schools: U.S. teachers are too few and too hard pressed to do a nation-size job. Crisis in Education: Part II. Photographed for **LIFE by N. R. Farbman** 93

ARTICLE

- "Hidden sell" technique is almost here: new subliminal gimmicks now offer blood, skulls and popcorn to movie fans. **By Herbert Brean** 102

BOOKS

- Best-seller from the bench: Michigan Supreme Court Justice Voelker's book recalls his **own balliwick** 54

MODERN LIVING

- The shape chairs are in: new materials help **give them odd twists** 71

MUSIC

- Big jump for Johnny Mathis: track star is **now a top singer** 76

ARCHITECTURE

- A lofty, luminous church is dedicated in **Stamford, Conn.** 79

NIGHTCLUBS

- The wettest show-girl act** 87

PARTY

- "Grownup" movie kids: Zsa Zsa Gabor gives **black-tie birthday party for her 11-year-old daughter** 117

OTHER DEPARTMENTS

- Speaking of Pictures: mystical moments in **the Miss** 16
- Letters to the Editors** 21
- Sequel: a bridge for Marisa from Italy to U.S.** 84
- Miscellany: outlook from down under** 124

© 1958 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

COVER—N. R. FARBMAN

- 2—COURTESY HILL KNOWLTON INC.—N. R. FARBMAN—PAUL SCHUTZER—WALTER DARAN—DMITRI KESSEL
- 16, 17—KARSH, OTTAWA FROM PIX EXC. T. RT. BURT OWENS
- 24, 25—T. RT. MATT GREENE BASED ON L. DE ROECK DRAWING
- 30, 31—A.P. LLOYD SHEARER—BERNIE ABRAMSON, U.P. RALPH MORSE, LOS ANGELES EXAMINER PHOTO FROM INT.
- 35—PAUL SCHUTZER—GEORGE TAMES
- 36—JOE SCHERSCHER, BOB SPECIAL
- 38, 41—ELMER WEXLER AND TOM TURNER
- 43—BILL RAY EXC. BOT. RT. TED POLUABAUM
- 44—U.P.—EDGAR M. SACHS FOR THE LANCAS-TER, PA, NEW ERA
- 46—PAUL SCHUTZER
- 49—BILL RAY
- 50—PAUL SCHUTZER, GEORGE TAMES—GEORGE TAMES, PAUL SCHUTZER
- 53—BILL RAY
- 54—ALBERT FENN
- 71, 72, 75—ANDREAS FEININGER
- 76—JON BRENNIS
- 79, 81—GORDON TENNEY FROM B.S.
- 84—FOTOCRONACHE—GEORGE TAMES
- 87, 88, 90—CARROLL SEGHERS II FROM B.S.
- 93—N. R. FARBMAN
- 94, 95—JOE MUNROE FROM B.S., HANK WALKER, BARNEY SELLERS FOR THE MEMPHIS COMMERCIAL APPEAL—RALPH MORSE, FRANCIS MILLER, BILL RAY
- 95 THROUGH 101—N. R. FARBMAN
- 102, 103—WALTER DARAN, BILL BRIDGES, OMECC PRODUCTIONS
- 104—HANK WALKER
- 110—DRAWING BY LEO GAREL, COURTESY NEW YORK UNIVERSITY
- 113—BILL BRIDGES
- 114—INT.
- 117, 118, 121—LEONARD MCCOMBE
- 124—INT.

ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO REPUBLICATION WITHIN THE U.S. OF PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE, MAR. 31, 1958
LIFE IS PUBLISHED WEEKLY BY TIME INC., 540 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 16, 1936 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA. AS SECOND CLASS MATTER. SUBSCRIPTIONS \$6.75 A YEAR IN U. S. A.; \$7.25 IN CANADA.

EDITOR-IN-CHIEF..... Henry R. Luce
PRESIDENT..... Roy E. Larsen

MANAGING EDITOR

Edward K. Thompson

ASSISTANT MANAGING EDITORS

Philip H. Wootton Jr.

George P. Hunt

Edward O. Cerf

John K. Jessup... CHIEF EDITORIAL WRITER
Charles Tudor... ART DIRECTOR
Joseph Kastner... COPY EDITOR
Marian A. MacPhail... CHIEF OF RESEARCH
Ray Mackland... PICTURE EDITOR
SENIOR EDITORS: Donald Birmingham, Gene Farmer, William Gray, Kenneth MacLeish, Hugh Moffett, Tom Prideaux, Sam Welles.

STAFF WRITERS: Herbert Brean, William Brinkley, Roger Butterfield, Robert Coughlan, Frank Gibney, Paul O'Neil, John Osborne, Loudon Wainwright, Robert Wallace. PHOTOGRAPHIC STAFF: Margaret Bourke-White, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, Stan Wayman, James Whitmore.

ASSISTANT PICTURE EDITORS: Frank Campion, Lee Eitington.

FILM EDITORS: Margaret Sargent, Nancy Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, John Dille, Ralph Graves, Mary Hamman, Enno Hobbing, Sally Kirkland, David Seherman, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: Robert Ajemian, David Bergamini, Earl Brown, Mathilde Camacho, Charles Champlin, Wilbur Cross, Robert Drew, Terry Drucker, Nancy Genet, W. K. Goolrick, Lee Hall, Muriel Hall, Monica Horne, Patricia Hunt, Edward Kern, Landon Knight, Jerry Korn, Mary Leatherbee, Jeanne Le Monnier, James Lipscomb, Richard Meryman, Jane Nelson, Jack Newcombe, Eleanor Parish, Joseph Roddy, Albert Rosenfeld, Irene Saint, Dorothy Seiberling, Mary Lou Skinner, John Stanton, Valerie Vondermuhl.

REPORTERS: Virginia Addison, Linda Asher, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Laura Bell, Richard Billings, Patricia Blake, Margery Byers, Jeanne Campbell, Helen Carlton, Barbara Cumiskey, Jeanne Dempsey, Beatrice Dobie, Laura Ecker, Charles Elliott, Diana Fetter, Tom Flaherty, Kim Frease, Joan Gibson, Frances Glennon, Kenneth Gouldthorpe, Gerry Gruen, Kathleen Hampton, Terry Harman, Alicia Hills, Judith Holden, Alison Kallman, Nancy King, Richard Lewis, John MacDonald, Paul Mandel, Joann McQuiston, Loretta Nelson, Clara Nicolai, John Osmundsen, Sheila Osmundsen, William Pain, Patricia Phillips, Maya Pines, John Porter, Norman Ritter, Henriette Roosenburg, Louise Samuels, Art Seidenbaum, Jean Sheldander, Kathleen Shortall, Ruth Silva, Helga Staufenberg, Marion Steinmann, Jean Strong, Lucy Thomas, Martha Turner, Terry Turner, Marilyn Wellmeyer, Margaret Williams, Jane Wilson, Alix Witteborg, Sharon Workman.

COPY READERS: Helen Deuell (Chief), Dorothy Illson, Barbara Fuller, Virginia Saffer, Marguerite Scheips, Suzanne Seixas, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdatti, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief), Doris O'Neil, Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: James Shepley (Chief), Tom Carmichael, Helen Fennell, Marshall Lumsden, Charles Osborne—WASHINGTON: James L. McConaughy Jr., Donald Wilson, Mary Cadwalader, Will Lang, Patsy Parkin, Don Schanche, Hugh Sidey, Henry Suydam; CHICAGO: T. George Harris, Roy Rowan, Jane Estes, Leon Jaroff, John McDermott, Don Underwood, Paul Welch; LOS ANGELES: Frank McCulloch, John Jenkinson, Shana Alexander, Peter Buzel, James Goode, George McCue, Davis Thomas, David Zeitlin; ATLANTA: Harry Johnston, Richard Stolley, Robert Mason; BOSTON: Murray Gatt, Wilbur Jarvis; DALLAS: Thomas Martin, Jane Scholl; DENVER: Barron Beshoar, Bayard Hooper; DETROIT: Marshall Berger, Richard Anthony; SAN FRANCISCO: Richard Pollard, William Trombley; SEATTLE: Robert Schulman, Russell Sackett; OTTAWA: Arthur White, Oliver Clausen; MONTREAL: Byron Rigan; TORONTO: Douglas How; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John Hughes (Chief), John Boyle, George Catrari, Florence McNeil—LONDON: Robert Manning, Norman Ross, Anne Denny, Ruth Lynan, Robert Morse; PARIS: Frank White, Milton Orselsky, Anne Chamberlin, Timothy Foote, Gabrielle Smith, David Snell; THE HAGUE: Israel Shenker; BONN: Edward Hughes, John Mulliken; VIENNA: Dwight Martin; ROME: Walter Guzzardi Jr., Dora Jane Hamblin; JOHANNESBURG: Curtis Prendergast; ATHENS: Donald Burke; BEIRUT: John Mecklin; NEW DELHI: Donald S. Connery; HONG KONG: James Bell, Scot Leavitt, James Burke; TOKYO: Alexander Campbell; MEXICO CITY: Richard Oulahan Jr.; PANAMA: Bruce Henderson; RIO DE JANEIRO: George de Carvalho; BUENOS AIRES: Piero Saporiti.

PUBLISHER..... Andrew Heiskell
ADVERTISING DIRECTOR... Clay Buckhout

RESERVE RIGHT NOW FOR
THE PERFECT SHOW
IN TODD-AO!

RODGERS & HAMMERSTEIN'S

SOUTH PACIFIC

Premiere Engagements

NEW YORK — NOW!
Criterion
MIAMI BEACH — MARCH 24th
Sheridan
CHICAGO — MARCH 26th
McVickers
PHILADELPHIA — MARCH 26th
Midtown
WASHINGTON — APRIL 1st
Uptown
BALTIMORE — APRIL 1st
New
CLEVELAND — APRIL 2nd
Loew's Ohio
PITTSBURGH — APRIL 7th
Nixon
BOSTON — APRIL 8th
Saxon
DETROIT — APRIL 9th
United Artists
DALLAS — APRIL 15th
Winwood
ST. LOUIS — APRIL 16th
Pageant

PRODUCED BY

BUDDY ADLER · JOSHUA LOGAN

COLOR BY

TECHNICOLOR

STARRING

ROSSANO BRAZZI · MITZI GAYNOR · JOHN KERR · featuring RAY WALSTON JUANITA HALL

Screenplay by PAUL OSBORN
Produced at 20th Century-Fox
A MAGNA Production

This One



BRJB-8WC-CKLY

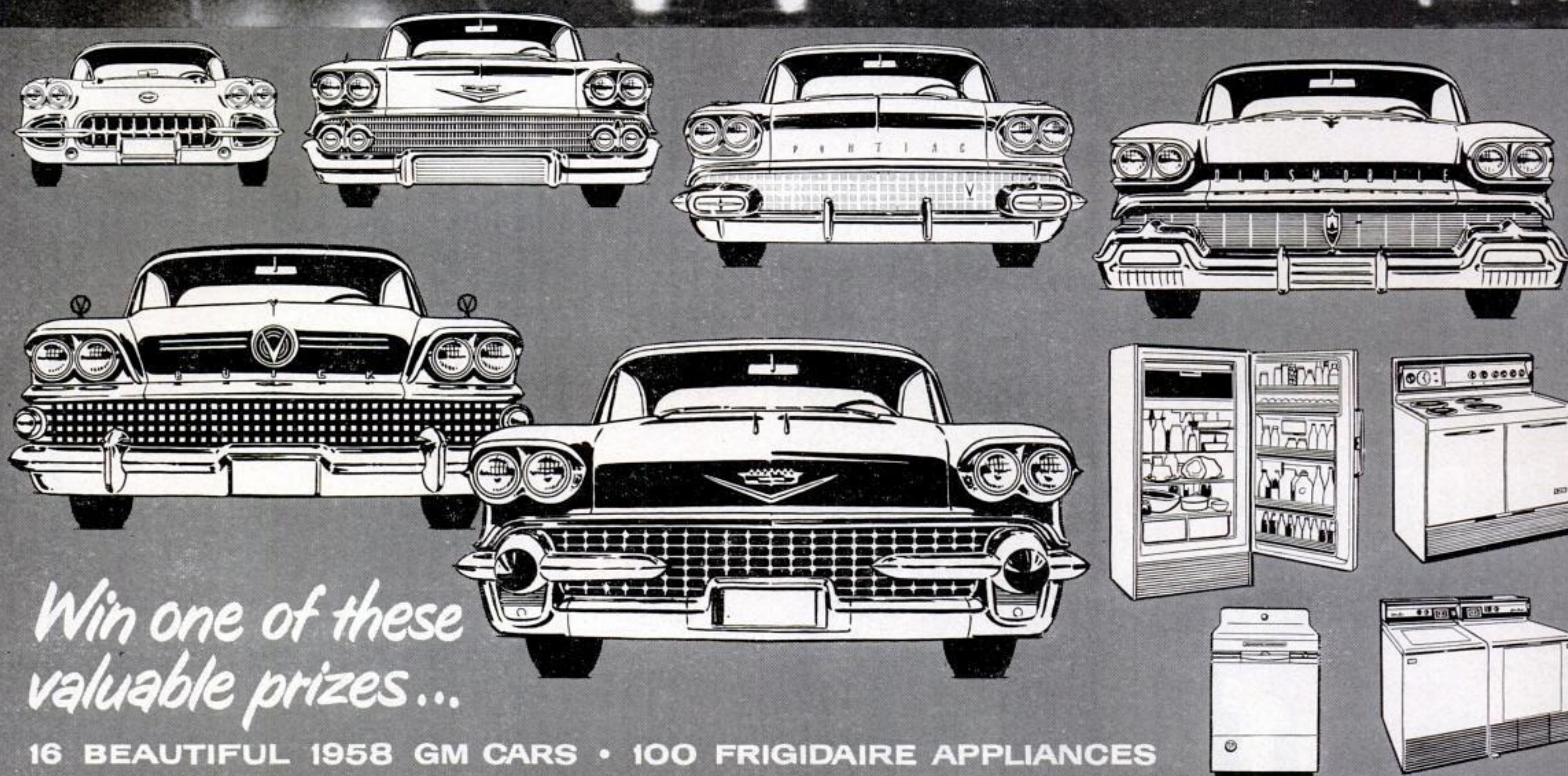
Copyrighted material

ENTER NOW! CONTEST CLOSES APRIL 30th!

GENERAL MOTORS

\$100,000

"AIM TO LIVE" CONTEST!



*Win one of these
valuable prizes...*

16 BEAUTIFUL 1958 GM CARS • 100 FRIGIDAIRE APPLIANCES

**1. READ THESE FACTS ABOUT YOUR HEADLIGHTS—
THEY ARE VITAL TO YOUR SAFETY AFTER DARK
... AND THIS INFORMATION MAY HELP YOU WIN!**

1. *Three times* as many fatalities occur after dark, in proportion to mileage driven. 2. *Up to 80%* of the light needed for safe driving is lost when headlight aim is too low, high or off-side. 3. *More than half* of all cars on the road today have headlights that are NOT aimed properly.

Here's what you can do to help correct these problems: 1. Reduce speed after dark. *Never overdrive* your headlights. 2. Be more cautious and courteous—*always dim your headlights* whenever you meet an oncoming car or when approaching another car from the rear. 3. Have your headlights *aimed regularly*, at least twice a year. They were aimed before your new car was delivered, but bumps and normal settling of springs can cause misalignment. And a fraction of an INCH of error at the lens throws headlights many FEET "off the beam" ahead of you. 4. Be sure you have the *most and best* light available. If your headlamps don't have three small glass "aiming

points" on the lens, get the *modern* kind used on all new cars today. Their "aiming points" permit quicker, more accurate adjustment for safety maintenance and they'll give you *much more light where you need it for safety*.

2. PICK UP AN OFFICIAL ENTRY BLANK!

There's absolutely nothing to buy! Just drive in to your nearest GM car dealer or any service station or garage displaying the AIM TO LIVE sign, and pick up an official AIM TO LIVE entry blank. And for safety's sake—*have your headlights checked while you're there*.

3. WRITE A NIGHT-DRIVING SAFETY SLOGAN!

The AIM TO LIVE contest is open to any licensed driver in the United States. Just write a night-driving safety slogan in ten words or less on the official entry blank. A slogan like "Courteous drivers take a dim view of glaring lights" may make you a winner. Enter today, contest closes April 30.

Limited to continental U.S.A.
Contest subject to federal, state and local regulations.



Modern Headlights can be Aimed Right—Day or Night—in Minutes at your General Motors Dealer or Wherever You See this "Aim to Live" Sign

AIM YOUR HEADLIGHTS TWICE A YEAR
DIM THEM WHENEVER YOU MEET A CAR

sponsored by
General Motors

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC TRUCK • GUIDE • AC



NYLONS WITH A BLUE TINT, being admired here, echo the blue of her costume and complete the flattering look of costume continuity. Blue hose, like blue clothes, promise to make spring fashion news.

All shoes by Mademoiselle. Du Pont makes fibers, does not make the hosiery or fashion shown here.

Nylons Take On A Hint of a Tint

**SPRING COMPLETES ITS
HEAD-TO-TOE LOOK WITH
NEW TINTS IN DU PONT NYLON**

Spring bonnets, long the pièce de résistance of the Easter parade, will have a deserving rival this year in tinted nylon stockings. As the head-to-toe look has emerged as *the* fashion look, harmonizing hosiery has become a woman's newest, most necessary accessory. Tinted nylons achieve what fashion decrees—beautiful costume continuity that flatters the wearer and makes her legs appear more attractive.

Hosiery colorists, foreseeing this trend, have created a collection of tints that rival the rainbow. Indeed, so myriad are they that the shopper will have no difficulty finding the hosiery shade that best complements her Easter costume. The new tints range all the way from tender pastels to sophisticated darklings. They are soft, almost blushing tints that merely echo spring's costume colors. And they are made and named for the occasions they cover: "Walking Sheers", "Dress Sheers" and "Evening Sheers".

While most Easter paraders will hew to the head-to-toe plan, others may use tinted nylons to pick up the predominant color of a print. In either event, this Easter—and all the months to follow—will offer beautiful proof that the right hose with the right clothes make *all* the fashionable difference.



THREE OF THE NEW TINTS, yellow, grey and pink, reveal the soft, blushing quality of the spring stocking shades. A newly important accessory, tinted nylons will be chosen—like hats, shoes, gloves and handbags—to complement various costumes.



Better Things for Better Living . . . through Chemistry

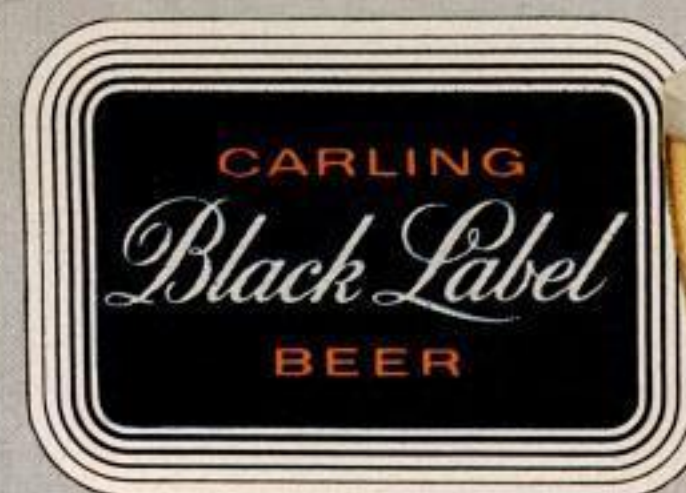
People try it...
and they like it



Every day...more people say

“Mabel, Black Label”

How Carling has grown . . . thanks to you who tried Black Label Beer, and liked it, and ask for it again and again! Last year, Carling's sales exceeded three million barrels. That's almost ten times the production of nine years ago . . . and places Carling among the nation's top five producers of packaged beer . . . a sales record made possible by people who *like* America's fastest growing beer — like its quality, its flavor and its popular price. Why don't you try it? You'll like it, too!



The Best Brews in the World come from Carling BLACK LABEL BEER • RED CAP ALE • STAG BEER

CARLING BREWING CO., CLEVELAND, O., BELLEVILLE, ILL., FRANKENMUTH, MICH., NATICK, MASS.

Copyrighted material

TAKE FIVE!

Keep your engine free of power robbers! **TAKE FIVE MINUTES EVERY 5000 MILES** for expert filter service by your **FRAM** Authorized Service Dealer!



FRAM Full-Filtration removes "Deadly Diamonds" from your engine!

The filters on your car are intended to keep grit and dirt out of the engine. If filters fail to work properly, bearings can be chewed up...cylinders scored. This means loss of engine power...even big repair bills!

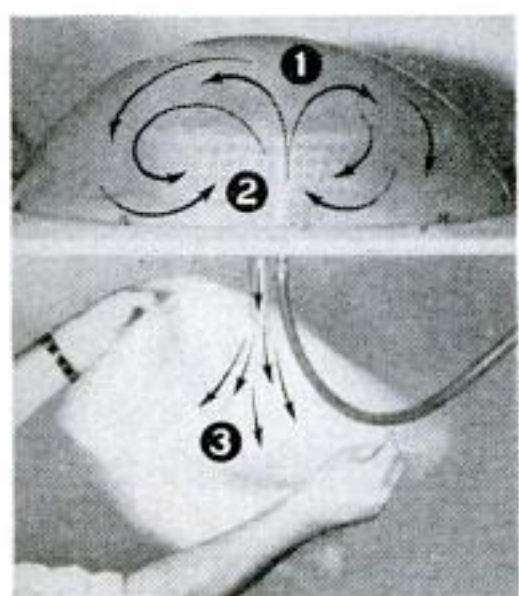
Make sure you're protected. Start the "Take Five" habit now. See your FRAM Authorized Service Dealer every 5000 miles for expert filter service that will help keep your car trouble-free...delivering peak performance.

Oil and air are *fully* filtered by FRAM Filters. "Deadly Diamonds" of abrasive hard carbon, grit and dirt are trapped and removed from circulation in your engine.

Help keep all the horsepower you paid for...with FRAM Full-Filtration. Get FRAM "car-matched" Filters the next time you "Take Five". There's a FRAM Filter that's exactly right for your car...engineered to your car manufacturer's rigid filter-type specifications.



Dirty oil from engine with clogged, improperly functioning filter is poured over glass to show "Deadly Diamonds" of abrasives which pass through to attack engine. **FULL-FILTRATION** traps and removes these power-stealing particles!



"DUST BOWL" TEST
Proof FRAM Air Filter 99% + efficient!

- ① **DUST AND DIRT-LADEN AIR** is blown under pressure into sealed container.
- ② **FRAM FILTRONIC AIR FILTER CARTRIDGE** traps dirt and dust...thoroughly cleans stream of air flowing through.
- ③ **DIRT, DUST AND GRIT ELIMINATED!** Clean, white handkerchief shows no trace of dirt or dust.



TAKE FIVE MINUTES

for sure engine protection where you see this sign. Your FRAM Authorized Service Dealer will be glad to serve you. Install new Fram Filters and change oil regularly.

FRAM®

OIL • AIR • FUEL • WATER
FILTERS

FRAM CORPORATION, PROVIDENCE 16, RHODE ISLAND • FRAM CANADA LTD., STRATFORD, ONT.



Knowledgeable people buy Imperial because they have an educated taste

Whiskey by Hiram Walker

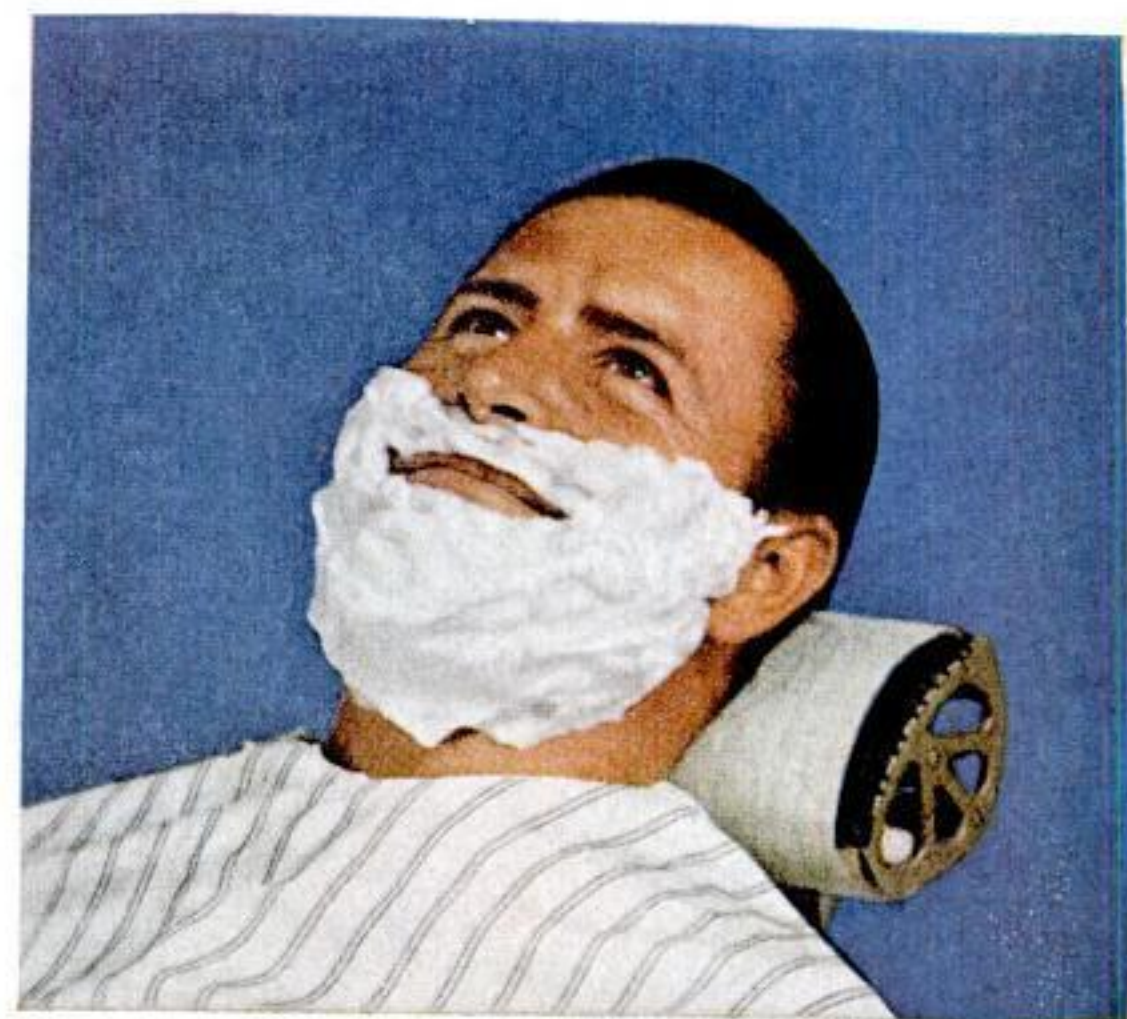
BLENDING WHISKEY • 86 PROOF • 30% STRAIGHT WHISKEY, 6 YEARS OR MORE OLD • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

Copyrighted material



for comfort

Men's, \$1 Boys', 75¢



Men's, 79¢ Boys', 59¢



and wear...




Men's, \$1 Boys', 75¢

at a price
more than fair



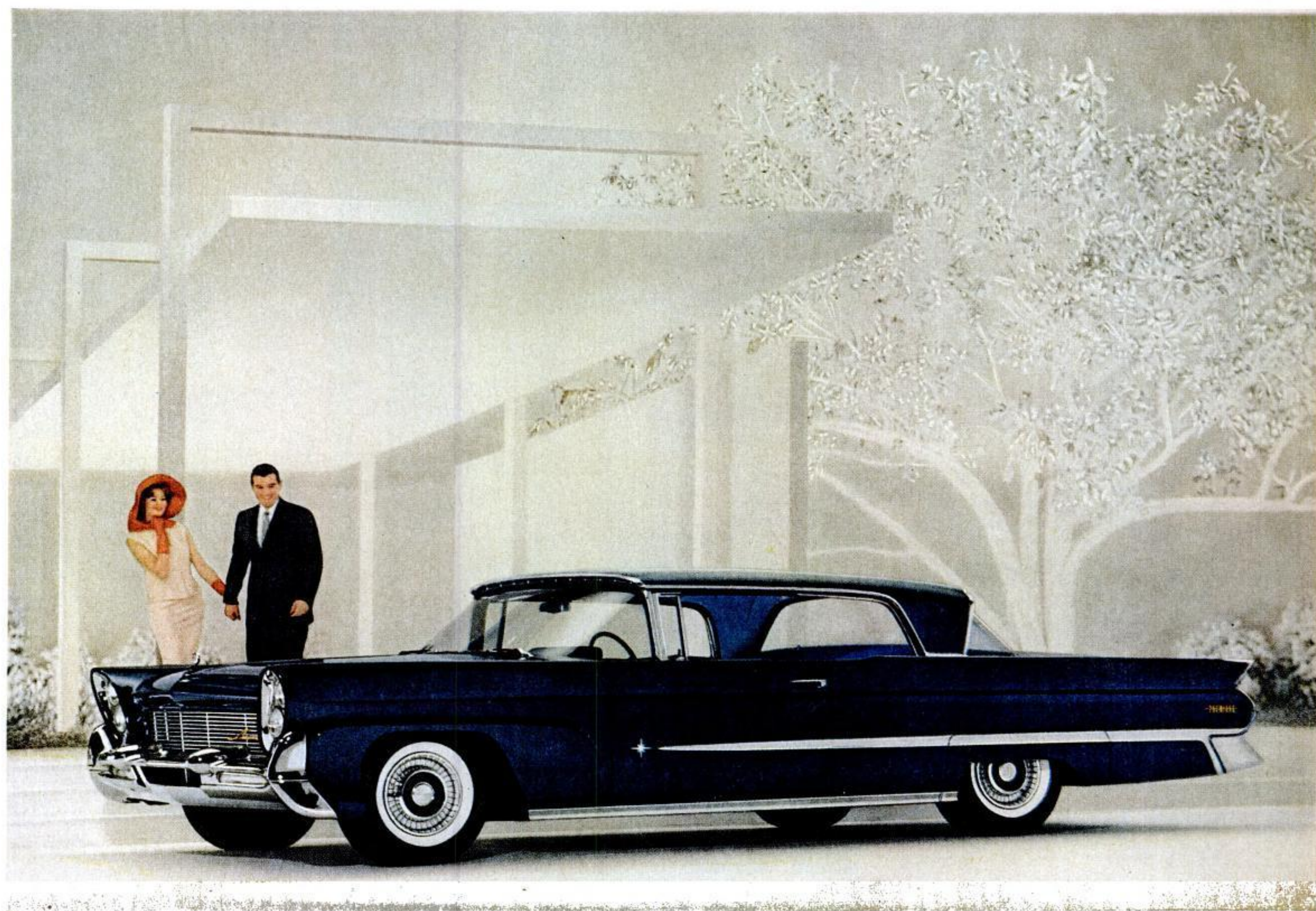
Men's, \$1 Boys', 75¢



the name's...



underwear for men and boys



Classic elegance in motorcars: The Lincoln Coupe. Hat by Lilly Daché.

The one fine car that's new in fact

Whenever, wherever knowledgeable men speak of fine cars this year, Lincoln comes to the fore. For here is the one fine car that has toppled tradition with a dramatic completeness.

Lincoln's brilliant new beauty heralds its distinctive superiority. Its sweeping simplicity stamps it as a car of grace and dignity.

Only the new Lincoln has the look, the action, the attraction of unchallenged leadership.

Fine car owners are finding in this new Lincoln a treasured new kind of fine car distinction. They com-

mand completely the surging yet well mannered power cradled under Lincoln's gleaming hood. The soft, serene comfort of Lincoln's unique construction lifts them into a soothing world of silence as they ride.

In every age and in every endeavor, there is ultimately created a single monument of achievement against which all other efforts are measured. Today, Lincoln's fine car craftsmanship stands supreme. See it soon — and leave the commonplace behind.

LINCOLN DIVISION, FORD MOTOR COMPANY



THE NEW **LINCOLN**

...the great new star among motorcars

I love my Self!



\$2 plus tax

Or, for end curls... get small-size SELF! \$1.25 plus tax.

Wind up curls—add water—it waves! Wonderfully simple. No lotion odor, no mess . . . because there's no waving lotion. The wave is in the special fabric end papers!

No stragglers, no frizz! Each SELF end paper contains a measured amount of waving formula—exactly the **right** amount for each curl. You even get small size end papers for neckline curls.

No after-wave dryness! SELF is the only, **only** end paper permanent with costly hair **conditioners** added. Your wave is naturally soft and shining . . . beautifully manageable! You'll love your SELF!

Only SELF . . . has fabric end papers. Won't tear like tissues will!



new end paper permanent...
waves without lotion!

Just
add water...

these fabric
end papers...

Give
fool-proof
fail-proof...

permanent
waves!



LISTEN



WEBCOR

Overwhelming...this new High Fidelity music you hear on a 1958 Webcor!

It's a magnificent new kind of music for your home—true, multi-dimensional *live music* in all its glorious purity! And you hear *all the music* on a Webcor—whether you turn the volume 'way up or play it soft and low!

Webcor High Fidelity Consoles come in exquisite hand-rubbed Mahogany, Lined Oak or Cherry . . . Portables in a wide choice of two-tone combinations. Exclusive "Magic Mind" Diskchanger lets you intermix your 33 and 45 rpm records!

Treat your family to the finest in High Fidelity. Stop in at your Webcor dealer's now.



Overture High Fidelity Radio-Fonograf. "Magic Mind" Diskchanger — AM-FM Radio — 3 speakers—10 watts—50 to 15,000 cycles—4 speeds—receptacle for stereo. \$289.95.*
Overture High Fidelity Fonograf without radio. \$189.95.*

UL approved.



Holiday Imperial High Fidelity Fonograf. "Magic Mind" Diskchanger — 3 speakers—powerful amplifier—50 to 15,000 cycles—4 speeds. \$129.95.*
*Prices slightly higher west and southwest.

ALL MUSIC SOUNDS BETTER ON A WEBCOR

This is the
Instant that's
delicious
for drinking!



Carnation "Magic Crystals" burst into fresh flavor nonfat milk instantly!

The one "Magic Crystals" Instant. Naturally refreshing, *delicious*. The modern way to all the natural protein, B-vitamins and calcium of freshest whole milk. Perfect for cooking, too – no special recipes needed. Even whips! Use it for drinking, cooking, baking and whipping.

Costs as little as 8¢ a quart!

MIXES INSTANTLY!

Only Carnation Magic Crystals mix instantly and completely in ice-cold water, with just a light stir. No lumps, no left-over paste in the glass!



CHOCOLATE-FLAVOR Instant nonfat dry milk, too!

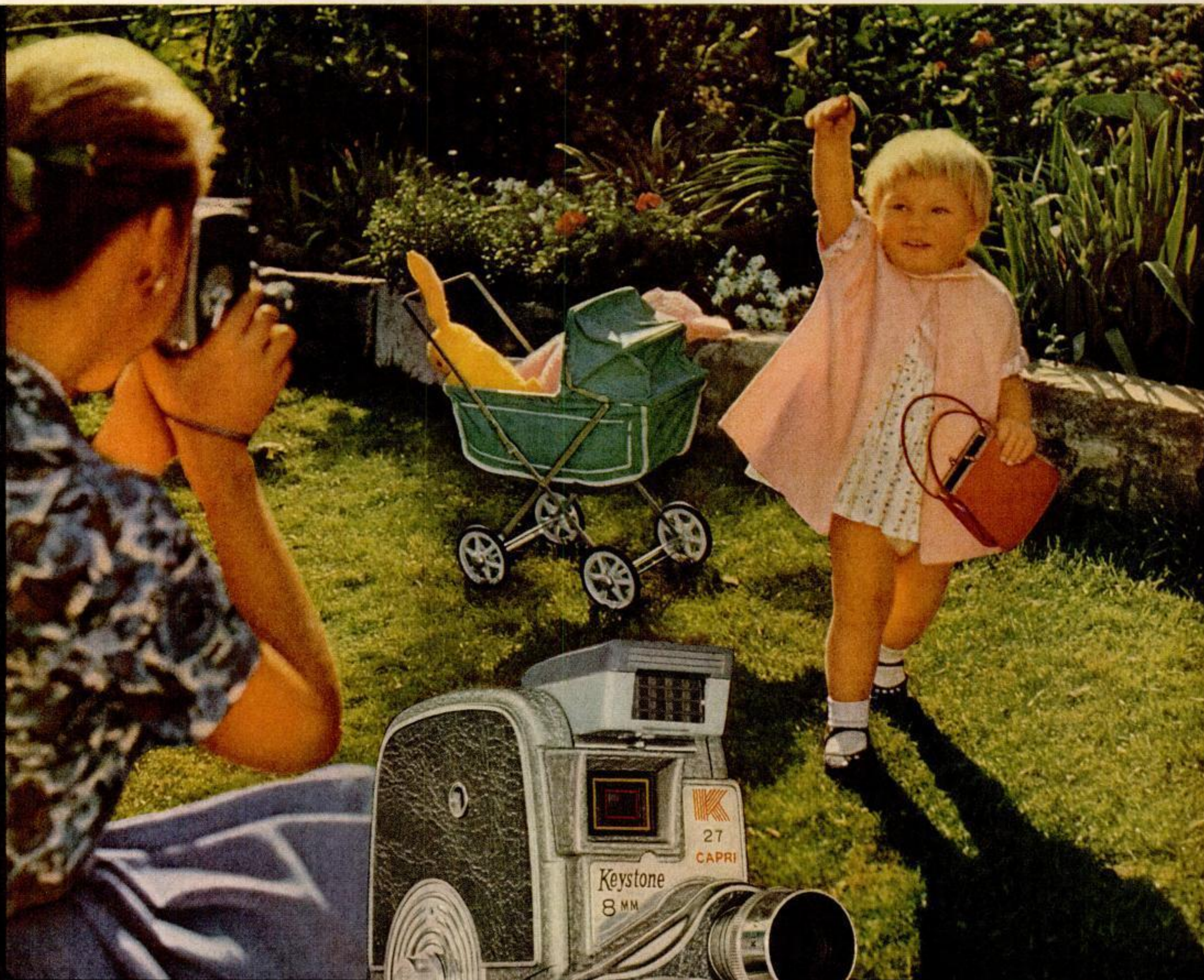
New Carnation Instant *Chocolate Drink*! Mixes instantly with ice-cold water for chilled, refreshing treats. Or with *hot* water for rich, wholesome cocoa – with no "boil-overs," "no skin," nothing to wash but the cup! Quick, easy, just add water!

Save up to 1/3 over milk and flavoring!
Costs only about 5¢ a glass.



Available in 3-Qt., 8-Qt.
and new 14-Qt. sizes.

Makes 7-8
glasses



NOW!
*perfect color movies
 in any light...
 no guessing!*

NEW KEYSTONE MOVIE CAMERA WITH EASY-READING LIGHT METER

Clearer, brighter pictures! Just a peek at the built-in light meter, a twist of the lens, and shoot . . . anything you want, in any kind of light, at any time of day. With the Quick-Shift turret you can stand in one spot and widen the scope of your scene, bring dis-

tant objects up close, get unusual effects the way a TV camera man does. And the built-in filter lets you use indoor film outdoors. With Keystone . . . you'll find color movies all fun, no fuss. This exciting new camera is yours for as little as \$11 down.

K-27 Capri Three-Lens Turret 8mm Movie Camera, complete with direct-reading exposure meter; f1.9 normal, wide-angle, telephoto lenses; selector for built-in filters. \$109.90. Other Keystone cameras from \$49.95; projectors from \$77.50.

REGISTERED IN YOUR NAME
 WITH A LIFETIME GUARANTEE
 AND FREE SERVICE POLICY



Keystone

For free catalog, write Dept. 1A, Keystone Camera Co., Inc., Boston 24, Mass.
 Prices slightly higher in Canada. © 1958.

nebs is news!

THE SHORTEST DISTANCE BETWEEN YOU AND
HEADACHE RELIEF!



Nebs is recommended for relieving the minor discomforts of headaches, sinusitis, neuralgia, backaches, arthritis, sciatica, rheumatism.

Nebs is chemically ready to work instantly to bring headache relief faster than aspirin, buffered aspirin, compounds or effervescent!

How fast can pain be relieved, short of a doctor's prescription? Medical science has a new answer—another step in the march to wipe out pain. It's a remarkably effective ingredient called APAP. And in Nebs, you find it in *straight, pure form!*

No non-prescription product acts faster than Nebs. Most available remedies must be broken down by chemical reaction in the body before they can even *begin* to work. But not Nebs. Safe, gentle Nebs is a new medication that is naturally accepted by the body, because it's *chemically ready* to work instantly, without stomach upset. That's why Nebs gives such rapid relief from the painful minor discomforts of headaches, backaches, colds, neuralgia, arthritis, sinusitis, sciatica and rheumatism.

So when you have pain, take Nebs instead of ordinary pain remedies. You feel so much better, so *much faster*, you'll never go back to aspirin, buffered aspirin, aspirin compounds, or effervescent.

ASK YOUR DOCTOR WHAT COUNTS IN A PAIN RELIEVER



IT ISN'T how fast
it dissolves



IT ISN'T how fast it goes
through the stomach



IT'S HOW FAST IT GIVES
YOU RELIEF FROM PAIN

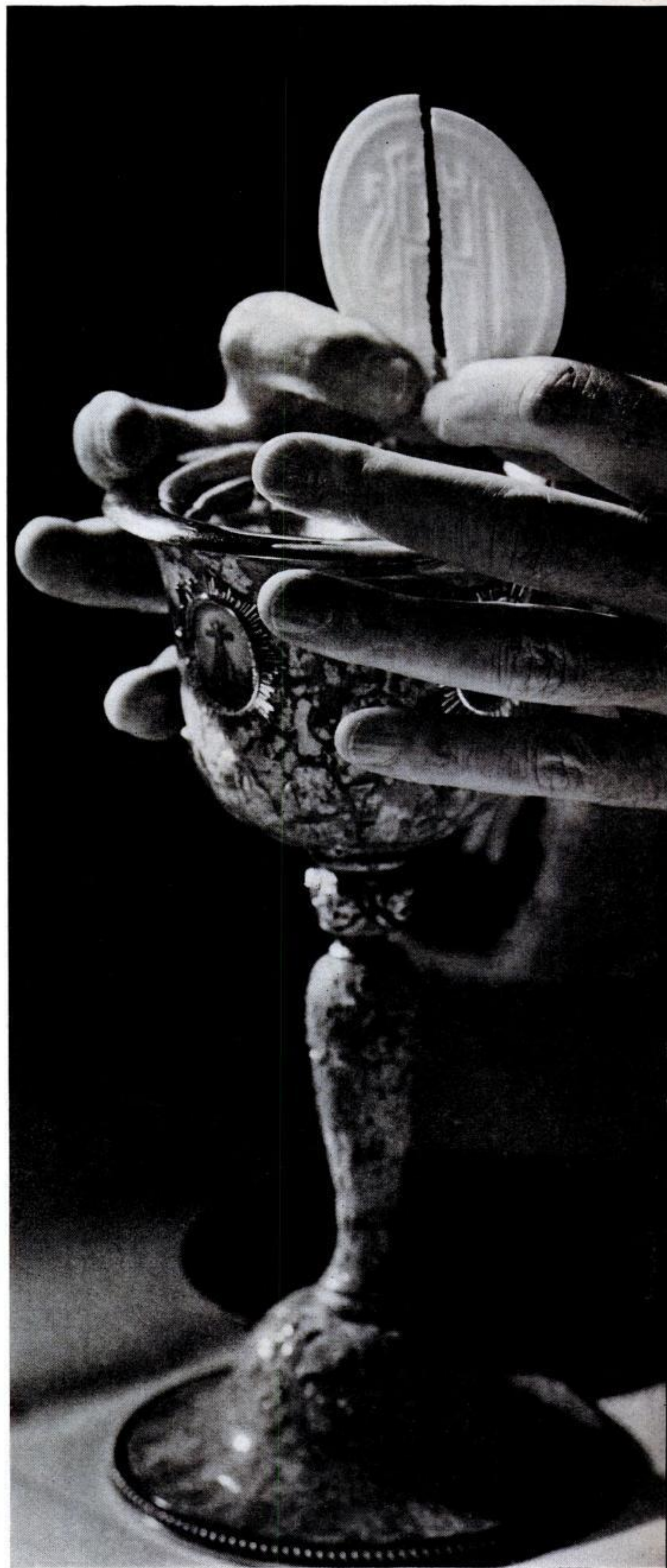


© 1958, The Norwich Pharmacal Co.

That's Why **NEBS** Is **NEWS!** It's the shortest distance between **YOU** and **PAIN RELIEF!**

SPEAKING OF PICTURES

MYSTICAL

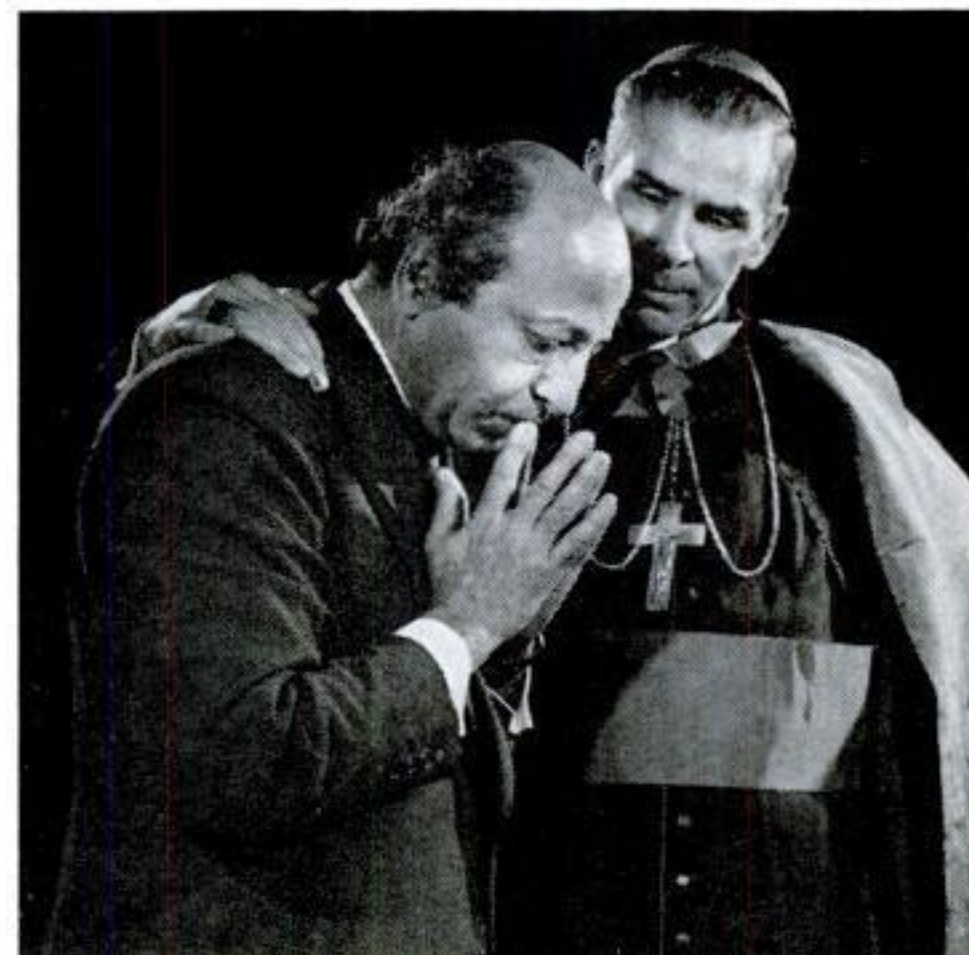


*Bishop Sheen holds wine chalice aloft
after saying, "Drink ye
all of this. For this is my blood."*

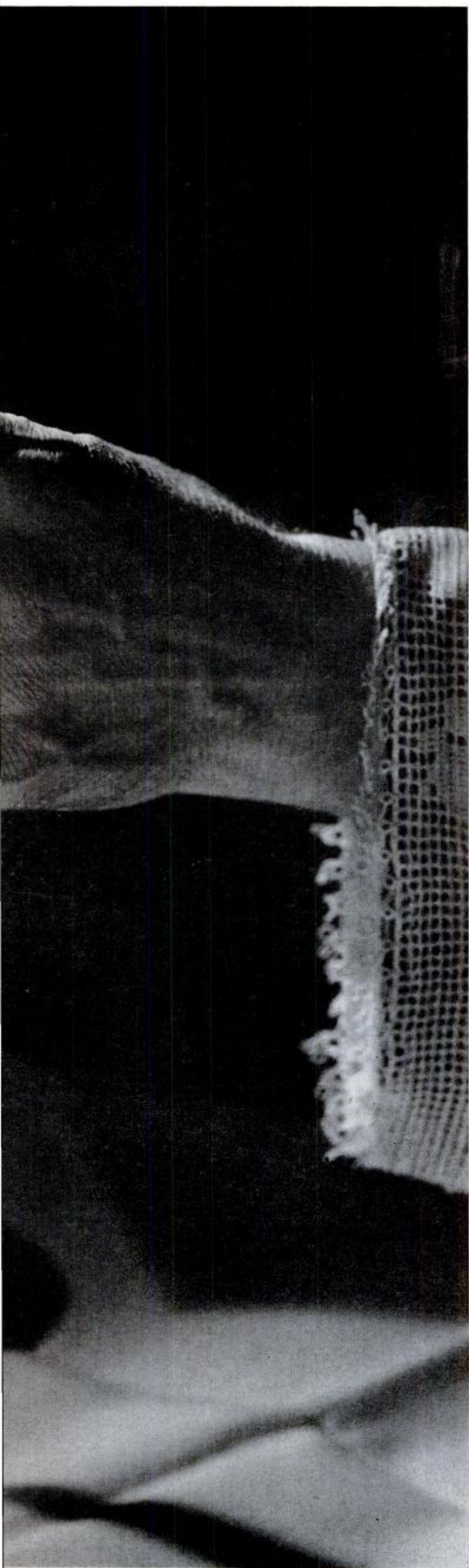
MOMENTS IN THE MASS

Luminous with beauty and devotion, the photographs on these pages show moving moments in the central religious ceremony of the Roman Catholic Church, the Mass, as celebrated by Bishop Fulton J. Sheen. Taken by Yousuf Karsh, the famous portrait photographer, for a new book, *This Is the Mass* by Henri Daniel-Rops (Hawthorn, \$4.95), the pictures illustrate the priest's ritual re-enactment of Christ at the Last Supper foreshadowing his own death on the Cross.

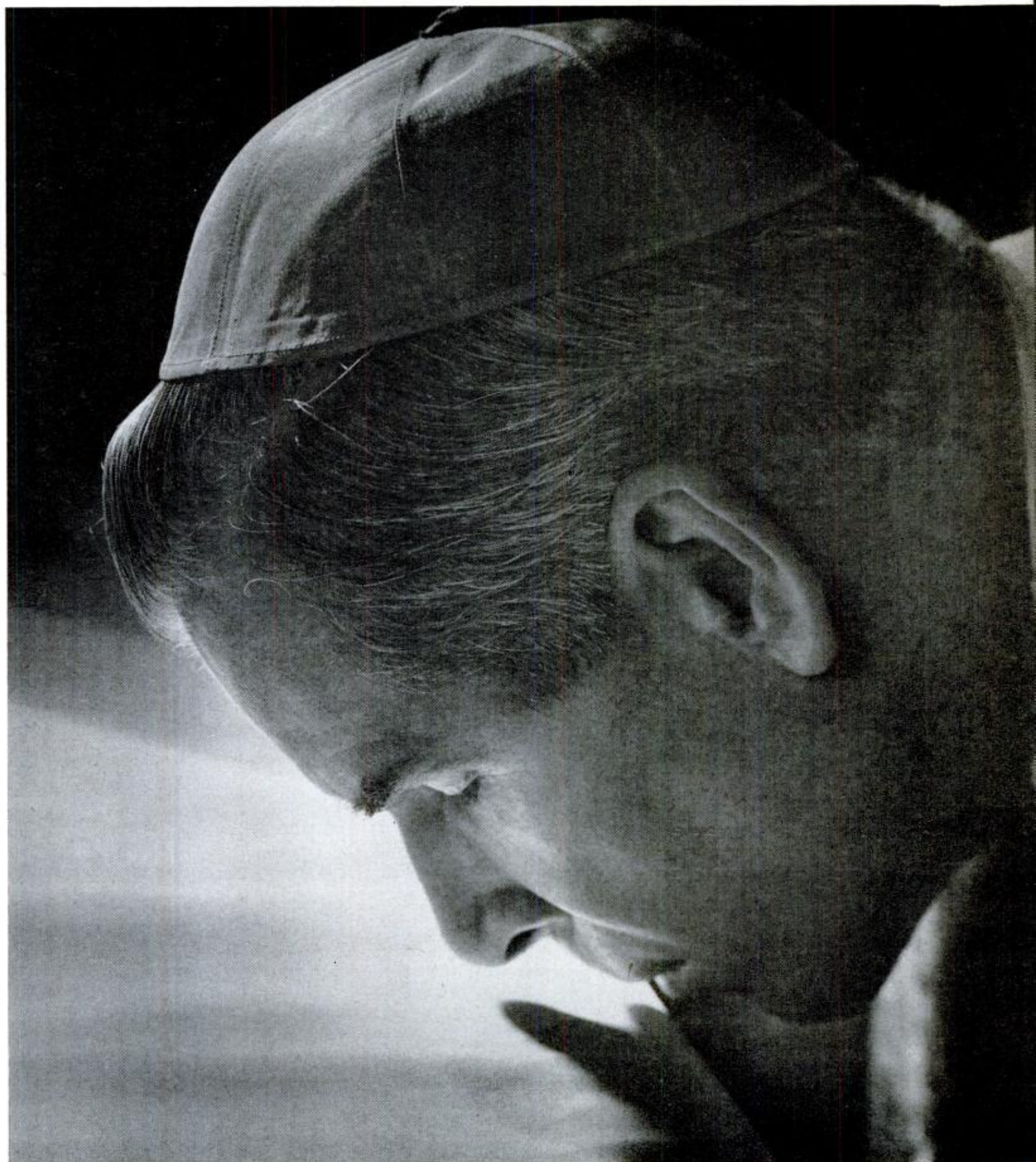
The ceremony leads up to the two awesome moments in which the priest consecrates the bread and wine (*left*), converting them into the body and blood of Christ. The clear beauty of Karsh's photographs dramatizes the contrast between the events on the Cross and the ritual at the altar—a ceremony in which Catholics find the deepest mystical beauty of their faith.



PRAYERFUL POSITION of Bishop Sheen's hands is imitated by Karsh to show attitude he will photograph.



Bishop breaks the host, a wafer of bread of which Christ said, "Take ye and eat. This is my body."



Eyes closed in veneration, Bishop Sheen kisses white-covered altar symbolizing Christ and the Church.



STAY NEAT

Cool tropicals made with "Dacron" keep their press,
resist wrinkles, wearing after wearing

"Dacron"* solves the age-old summer suit problem—how to stay neat and at the same time stay cool. In fine blends of "Dacron" polyester fiber with worsted, these handsome tropicals hold their press and shape while they hold off wrinkles. See them in a wide range of the latest styles, colors and patterns.

*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not the fabric or suit shown.

DACRON **DU PONT**
REG. U. S. PAT. OFF. REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY



Quality at your feet...



Easeful American Fashion ... a new kind of well-bred nonchalance ... a go-togetherness in fashion that makes a busy woman—and the clothes she wears—one. Part of the pretty picture—

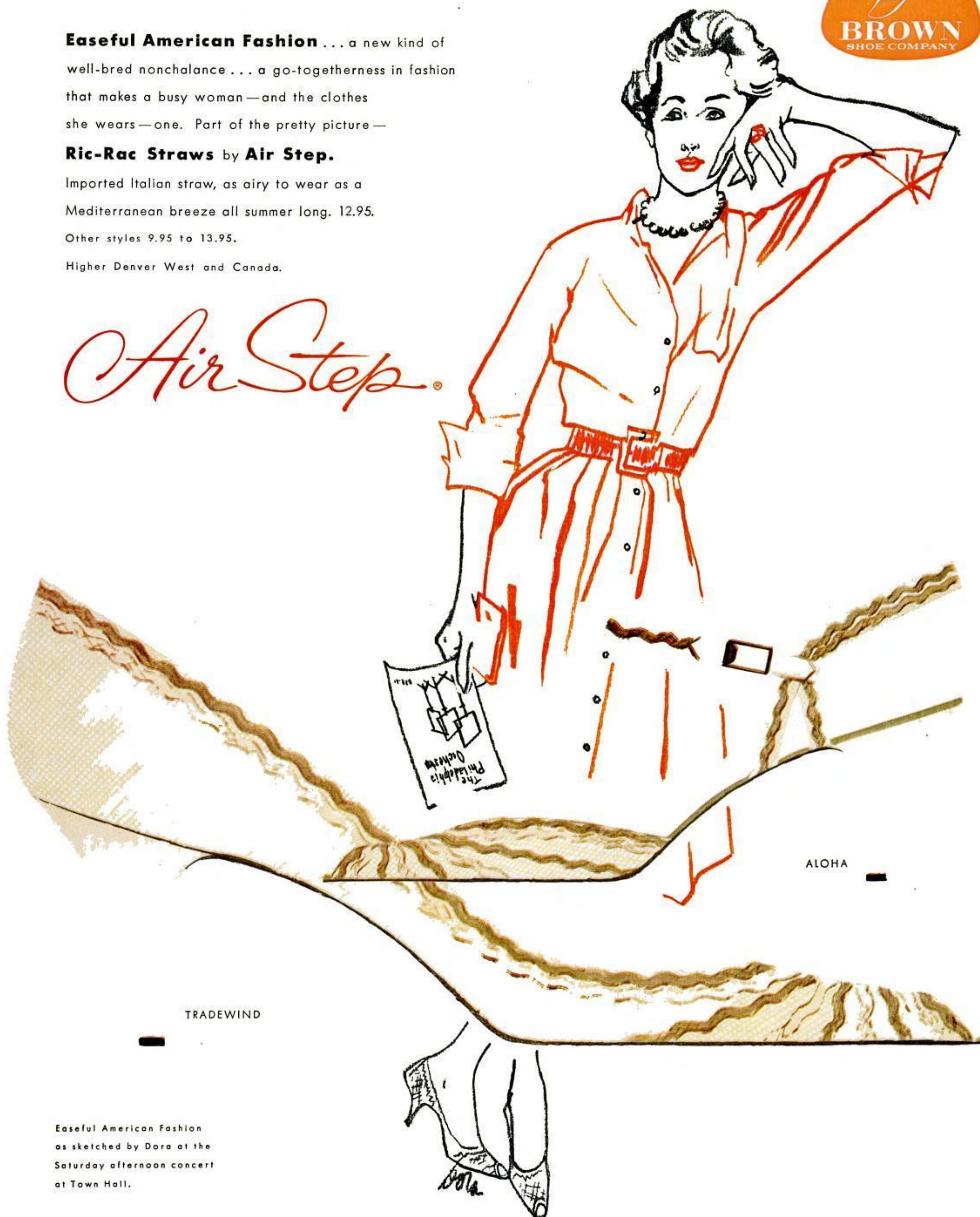
Ric-Rac Straws by Air Step.

Imported Italian straw, as airy to wear as a Mediterranean breeze all summer long. 12.95.

Other styles 9.95 to 13.95.

Higher Denver West and Canada.

Air Step®



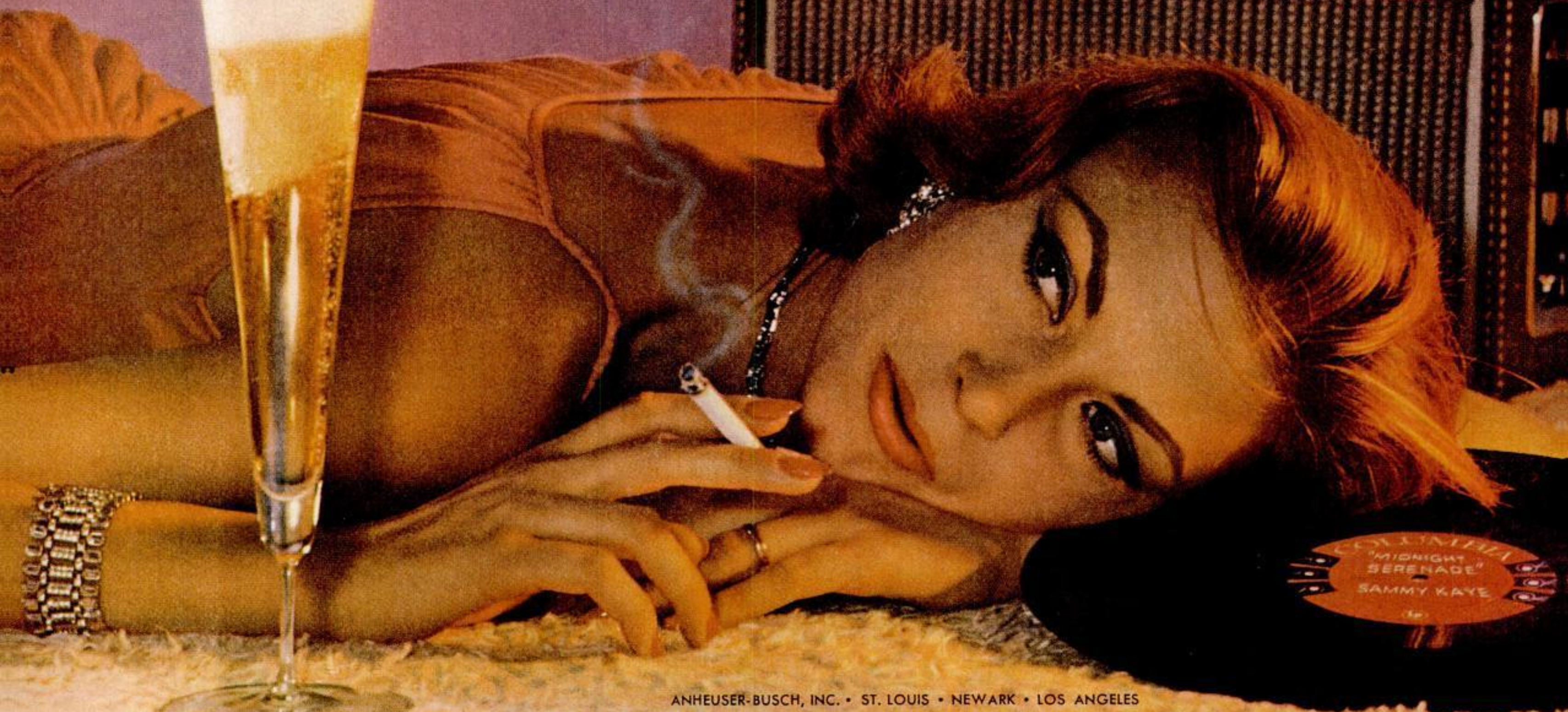
Easeful American Fashion
as sketched by Dora at the
Saturday afternoon concert
at Town Hall.

AIR STEP DIVISION, BROWN SHOE COMPANY, ST. LOUIS. ALSO MADE IN CANADA BY SCOTT SHOE COMPANY, LTD.

Budweiser®

Where there's Life...there's Bud!

HAVE YOU HEARD of any other beer label
that lists its ingredients...
the way the Budweiser label does?



ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES

LETTERS TO THE EDITORS

RESCUE OF STUCK DUCK

Sirs:

Speaking of the icebound duck ("Rescue of Stuck Duck," LIFE, March 10): during the big snow last month I got a call from the Silvermine Fire Department. Its men had chopped a swan out of the frozen Silvermine River and wanted to use the oven in my tavern to thaw it out. The swan, and an eight-inch-thick piece of ice, was delivered to my kitchen and placed next to the oven. Two hours later the swan was free to waddle back to the river.

FRANCIS C. WHITMAN

Silvermine, Conn.



OVEN THAWS OUT STUCK SWAN

THE TROUBLE WITH BIPARTISANSHIP

Sirs:

Your editorial, "The Trouble with Bipartisanship" (LIFE, March 10), is one of the best on the subject that I have seen. It clearly describes the confusion that now exists.

GEORGE ALT

Faith, S. Dak.

Sirs:

Your editorial was wonderful. Today the voter is completely confounded—and feels that he is without honest representation. Neither party has a clear, concise policy. In fact there is no Democratic party, unless perhaps it still exists in the deep South, and the Republican party is slowly dying since the passing of Robert Taft.

Expediency, opportunism, compromise, "me-too"-ing each other to a greater degree, the disgraceful courting of pressure groups for political reasons—all of this is in both parties.

No wonder the voter has lost faith. He has no one to vote for—only *against*.

KATHRYN BEACH

Los Gatos, Calif.

Sirs:

Your editorial is interesting but not very constructive. It is easy enough to say that the parties should take a stand on important problems of the day, but who is to say what that stand shall be when the parties are divided as they are? Indeed, why should they not be divided?

It is a good thing that the parties are divided. You cannot tell what a man believes from his party alignment, a fact which promotes mental activity by the voter. It is too easy to substitute loyalty to a party label for serious thought.

FRANK ROSS

Lake Jackson, Texas

THE PASSIONATE KARAMAZOV

Sirs:

In your movie review of *Brothers Karamazov* ("The Passionate Karamazovs," LIFE, March 10) you state,

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

"There are flaws in the film." Could one of them be the filter-tip cigaret Yul Brynner is smoking on the cover?

RAY MILLET

Jackson, Miss.

Sirs:

If that's a filter-tip cigaret Yul Brynner is smoking, then Imperial Russia can boast a definite first:

HOWARD P. LEIBOW

Phoenix, Ariz.

● Brynner is smoking a long cigaret with a paper tip, made in the Philippines after the style of old Russian cigarets. The Russians, however, smoked a form of filter cigarets as early as 1840, some 40 years before Dostoevsky's book.—ED.

Sirs:

Noticing your article on Dostoevsky, I have just learned that the Russians have put our poet Longfellow on a postage stamp. This kind of courtesy should be recognized. I know of only one Russian writer who would be known to all Americans: Leo Tolstoy. I am writing the postmaster general suggesting that his picture be used on a United States issue.

UPTON SINCLAIR

Monrovia, Calif.



SOVIET STAMPS OF FRANKLIN, LONGFELLOW

● Longfellow has been popular in Russia since 1868 when D. L. Mikhailovsky translated his poems. Favorite among them is *Hiawatha*, still taught in Russian schools. In 1956 the Russians also issued a stamp honoring Benjamin Franklin. The stamp describes him as "Great American Social Leader and Scientist." The U.S. has never honored a Russian on a stamp.—ED.

THE LOST BUS WITH 27 DEAD

Sirs:

How did your photographer ever capture so much deep feeling in the faces of the four boys waiting beside the river where the Prestonsburg bus sank ("The Lost Bus with 27 Dead," LIFE, March 10)?

The whole heart-rending tragedy is spelled out in the face of Donald Dillon.

ERMA TODT

Roselle Park, N.J.

Sirs:

Picture of the century! The four Kentucky boys. No callous teen-agers these!

ESTHER EDLUND

Los Angeles, Calif.

DRAMA BENEATH A CITY WINDOW

Sirs:

Never before have I seen such beautiful pictures as W. Eugene Smith's "Drama Beneath a City Window" (LIFE, March 10).

RON LINDAMOOD

Roanoke, Va.

Sirs:

The haunting beauty and spiritual quality of W. Eugene Smith's photographs deserves highest admiration.

W. P. WEDGEWOOD

Laurelton, N.Y.

Sirs:

The anonymous caption writer has made these photos come to life with some masterful prose.

CARL GOLDSTEIN

Chicago, Ill.

CAPTURED AT SEA

Sirs:

Your "Captured at Sea by a Murderous Crew" (LIFE, March 10) reminded me of my experience in the south Atlantic off the mouth of the Orinoco River in 1944. On June 14 our lookout on the minesweeper sighted an open boat with six men on it.



SIX ESCAPEES FROM DEVIL'S ISLAND

The men made their escape from Devil's Island. We hauled them aboard and placed them under guard. They told a vague but sad story of years in prison. They had been at sea for 10 days and had sailed 500 miles with a strong north current. They were the first recorded mass escapees from Devil's Island in over half a century.

We dropped them off to the port authorities at Trinidad and from what I can gather, they began a new life of freedom.

GEORGE B. MOTHERAL

Pittsburgh, Pa.

UNHAPPY CUBA'S COCKEYED WEEK

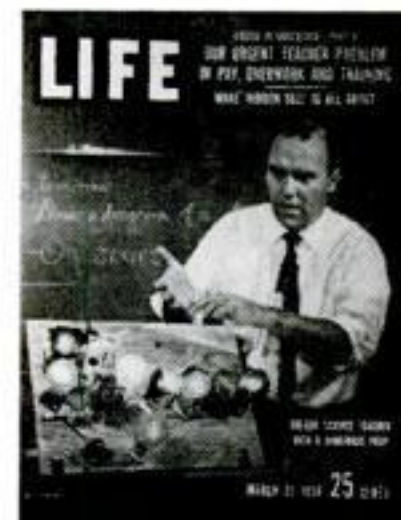
Sirs:

On page 36 there appears my picture with Fernando y Miranda in your story of gangsters and gambling in Cuba ("Unhappy Cuba's Cockeyed Week," LIFE, March 10). This has caused me much embarrassment. General Miranda, brother-in-law of Batista, is head of all sports in Cuba. At no time was I aware of his connection with slot machines. I have known him as a crack pistol shot, a former all-around athlete who was a boxer, wrestler and hurdler. At his request I invited nine newsmen as guests of the Cuban government to cover the opening of the Sports Palace in Havana. The picture LIFE showed was taken in Havana three years ago during the National Boxing Association Convention where 41 state boxing commissioners attended a cocktail party given by Batista.

NAT FLEISCHER
Editor

The Ring Magazine
New York, N.Y.

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



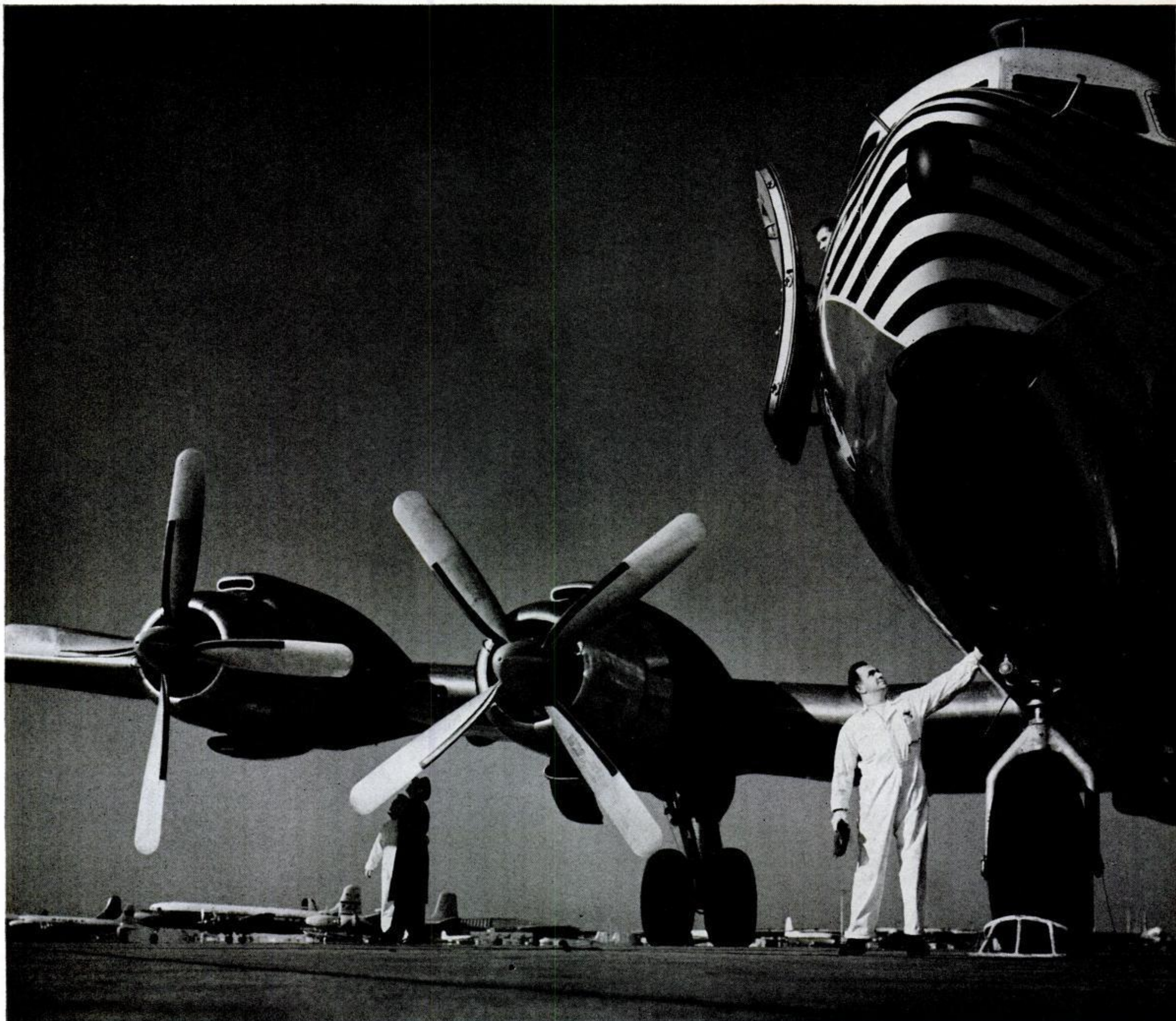
Please send ONE YEAR OF LIFE \$6.75

(in continental U. S., Hawaii, Alaska, Puerto Rico, Virgin Is. —Canada: 1 year \$7.25)

to _____ name _____
address _____
city _____ zone _____ state _____
(1 year at the single copy price would cost you \$13.00)

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your zone number in your address. The mail you send will get there faster, too, if the address carries a zone number.

L-3413



High in the sky, power is *vital!* Above: Champion-equipped DC-7 gets final check before flight from Idlewild to Paris. In planes as in passenger cars, Champions deliver *full-firing* power.

Q. Why do all the world's major airlines use Champion spark plugs?

A. Champions give full-firing power. Put new Champions in your car every 10,000 miles. You'll get an *immediate* boost in horsepower...and save gasoline, too!

Champions are engineered for every car built by General Motors, Ford, Chrysler, American Motors, Studebaker-Packard and virtually all foreign makers



CHAMPION



IN HEART OF FAIR before opening, 334-foot-high "Atomium," landmark of the exposition, towers over circular U.S. and rectangular Soviet pavilions. Atomium

represents structure of iron crystal enlarged 150 billion times. It will have restaurant in the top sphere, will probably become a permanent fixture in Brussels.

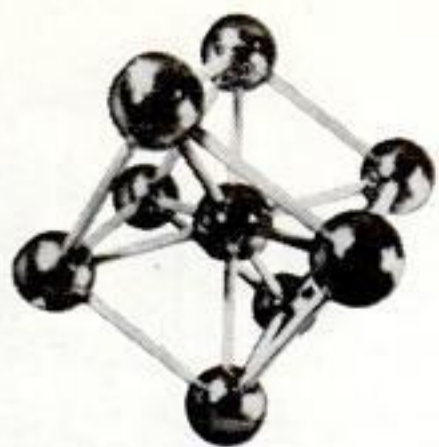
GIANT CARNIVAL OF PROGRESS, PLEASURES—AND COMPETITION

BRUSSELS ASKS WORLD TO ITS FAIR

While they hesitated about a summit meeting, the U.S. and the U.S.S.R. were rushing toward another confrontation, less portentous but more pleasant, shadowed by a symbol of the atoms that would hover over any summit table. The place of the East-West meeting will be the Brussels World's Fair, which opens April 17, the first such international exposition since the one in New York in 1939. There, dominated by the "Atomium" (*above*), the U.S. and the Russians in giant pavilions would each try to show fair visitors that its way of life was superior to the other's.

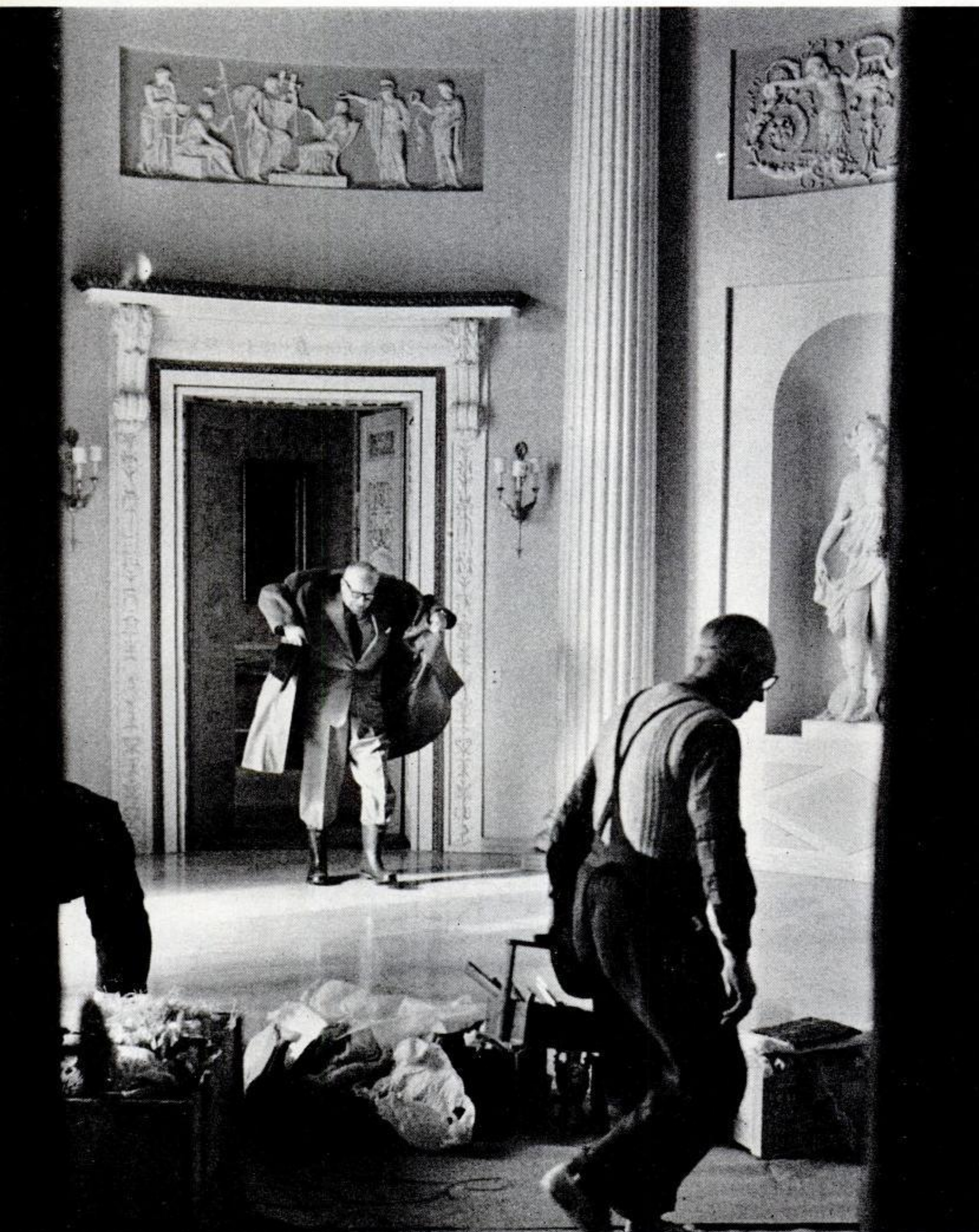
But the fair, spreading over 435 acres on the edge of Brussels, will also

scintillate with nonpolitical pleasures. The Belgians have invested seven years of effort in it. Some \$200 million went for fair preparations and their own 50 buildings; another \$300 million into the refurbishing of Brussels. There will be exhibits from 42 other nations, technological wonders, a rich variety of cultural presentations, a host of pretty hostesses (*pp. 24, 25*), astonishing architectural shapes (*pp. 28, 29*) and of course the lighthearted attractions of carnival capers. All of it promised to make Brussels in the next half year not only a scene of international rivalry, but a merry mecca for tourists—30 million of them, the Belgians hope.



Brussels Fair

CONTINUED



FAIR'S BOSS, Baron Moens de Fernig, dons coat in Belvédère chateau, royal property on fair site, for

inspection tour of grounds. Refurbished chateau will be used by the baron to entertain VIP visitors.

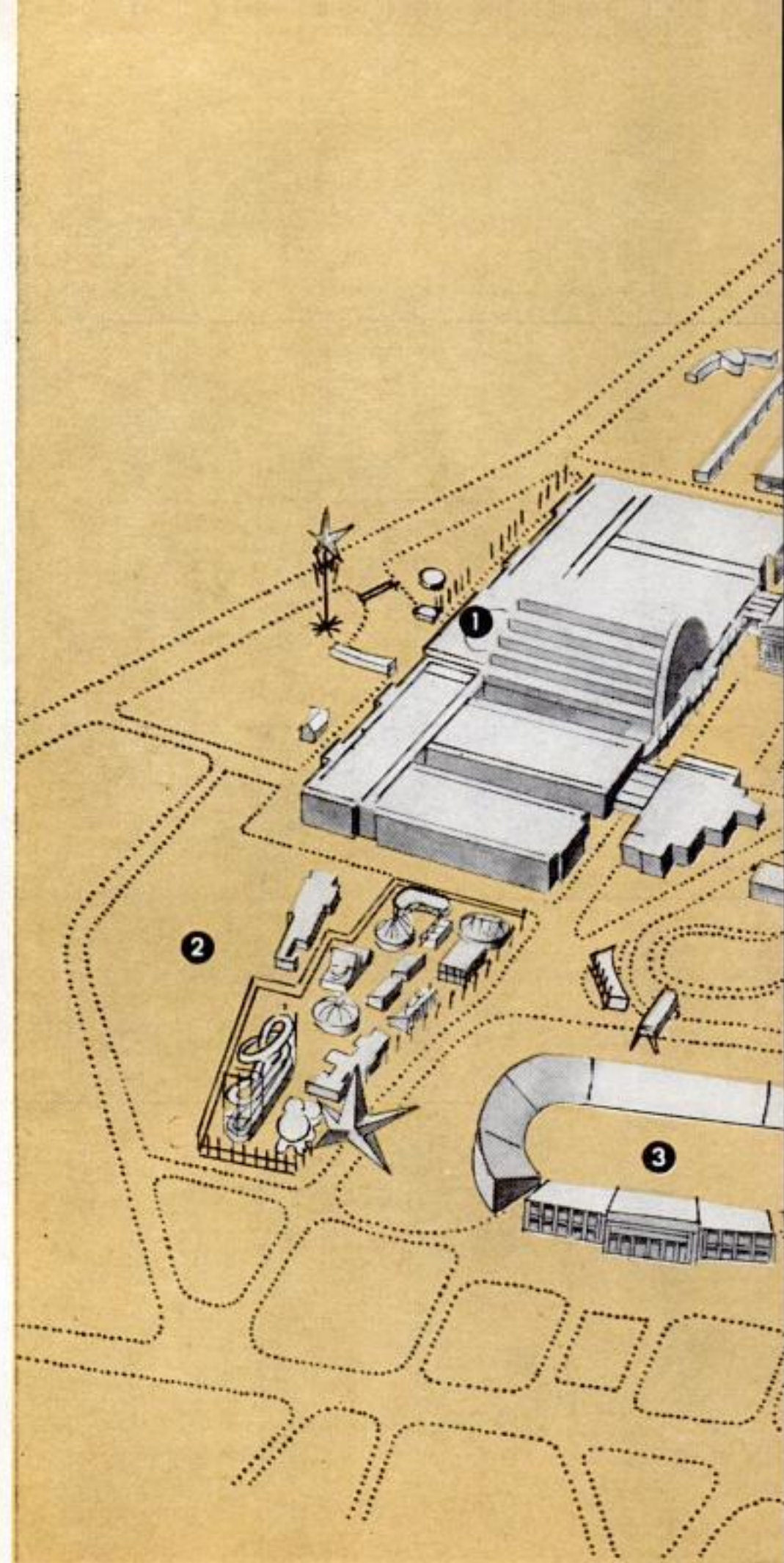
PLANS, PRETTY GIRLS FOR A LAVISH LAYOUT

The man who organized the fair, whose symbol is the Atomium shown at upper left of this page, is Baron Moens de Fernig, a 58-year-old businessman and former Belgian cabinet minister. He had to placate everyone—his own King Baudouin, who lives near the fair and insisted that his favorite trees on the grounds be spared, the Arabs and Israelis who, during one reshuffle of space, almost found themselves located in adjoining plots of land. But at last, through tact, patience and sleepless nights, Baron Moens and his 200-man staff put together

the impressive layout shown above at right.

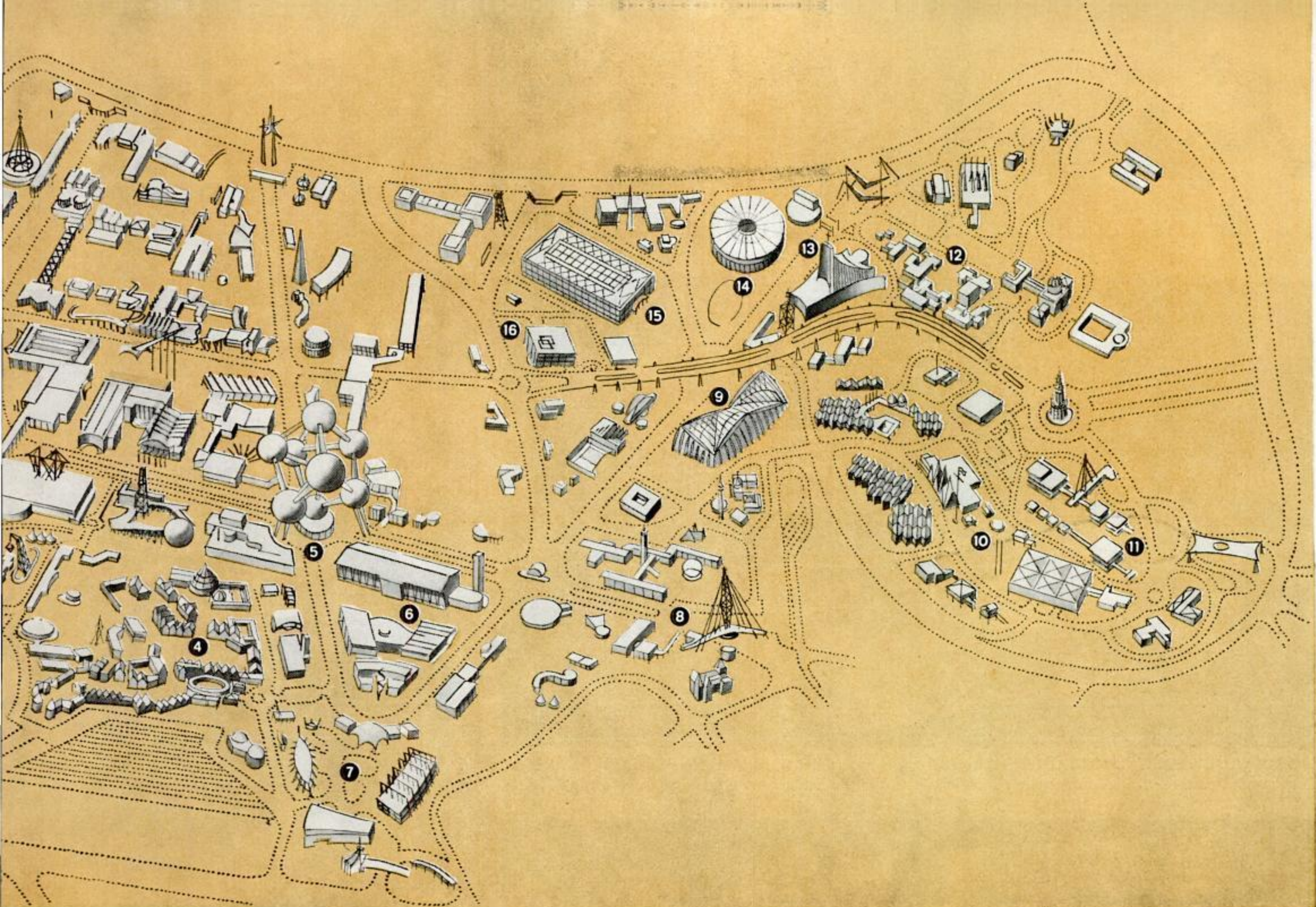
The exhibits at the exposition will range from stuffed elephants in a Congo building to a "City of God" erected by the Vatican. An art exhibit is to run "from prehistory to Picasso." The Germans, surprisingly, are weighing in with an exhibit they have dedicated to "*joie de vivre*."

Two hundred eighty attractive guides have been in training (right) for months. Besides learning about poise and the fair, the girls have been given stern warning "not to appear anywhere in public accompanied by a man alone."



THE FAIR GROUNDS sprawl over several Brussels parks consolidated for exhibit space. The intricate





complex has nearly 20 miles of walks, connecting notably 1 reception hall, 2 heliport, 3 sports field,

4 Belgian folklore exhibit, 5 Atomium, 6 exhibits from Congo, 7 U.N., O.E.E.C., etc., 8 Benelux,

9 France, 10 United Kingdom, 11 Germany, 12 Italy, 13 Vatican, 14 U.S., 15 U.S.S.R., 16 Canada.



INSIDE ATOMIUM managerial staff of the fair walks through a tube connecting two of the spheres.

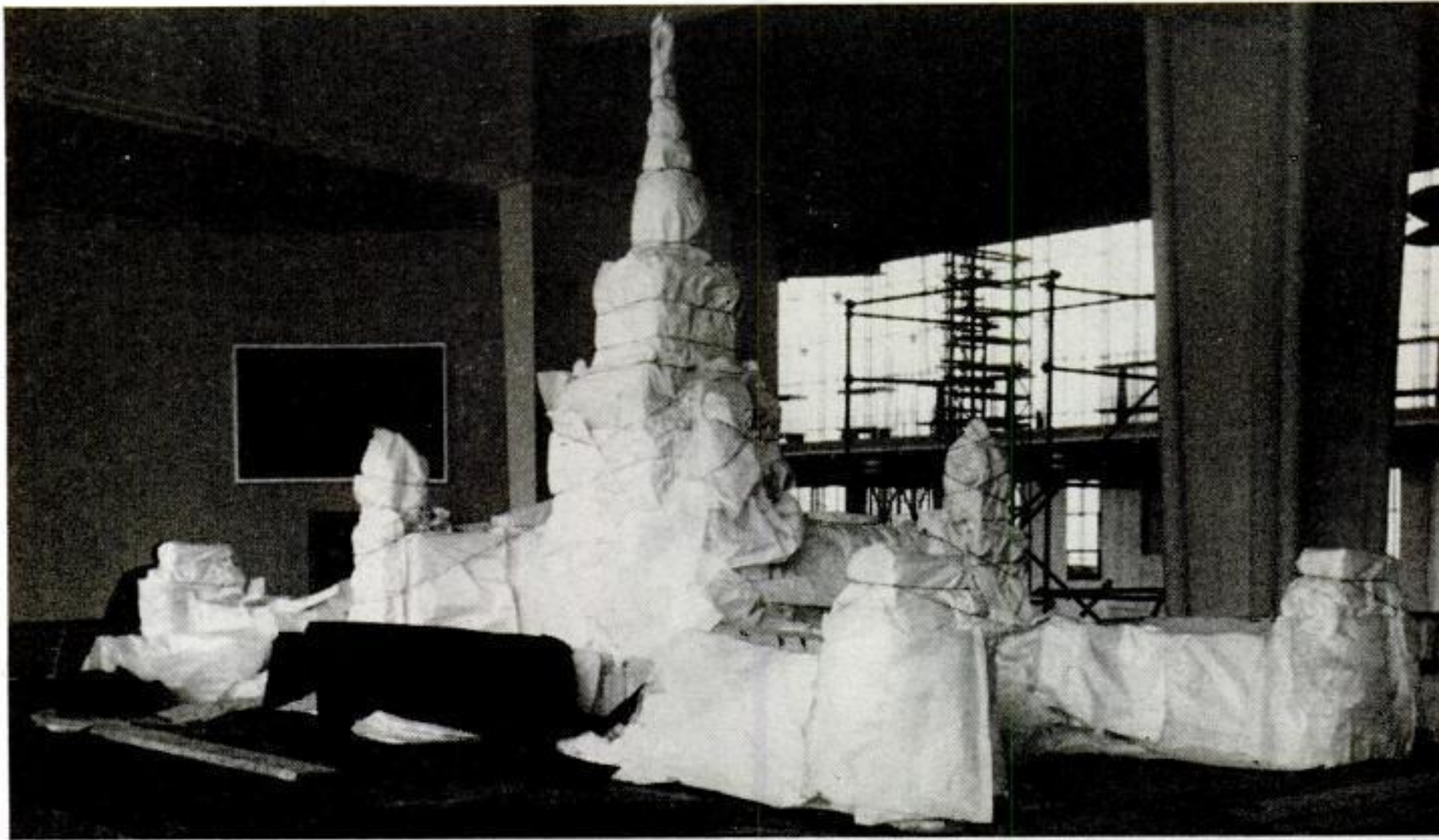
← **LEARNING POISE**, some prospective fair hostesses cheerfully take intensive training for their duties.



Brussels Fair

CONTINUED

SOVIET SHOWPIECES AND THEIR SUPERVISORS



MOSCOW UNIVERSITY MODEL, brought to the fair to underscore the Soviet progress in education,

sits swathed in packing paper ready to be unwrapped for its public inspection in the Soviet pavilion.



RUSSIAN CHIEF of pavilion, Alexander Nikiforov (above, right), has night meeting of aides in office.

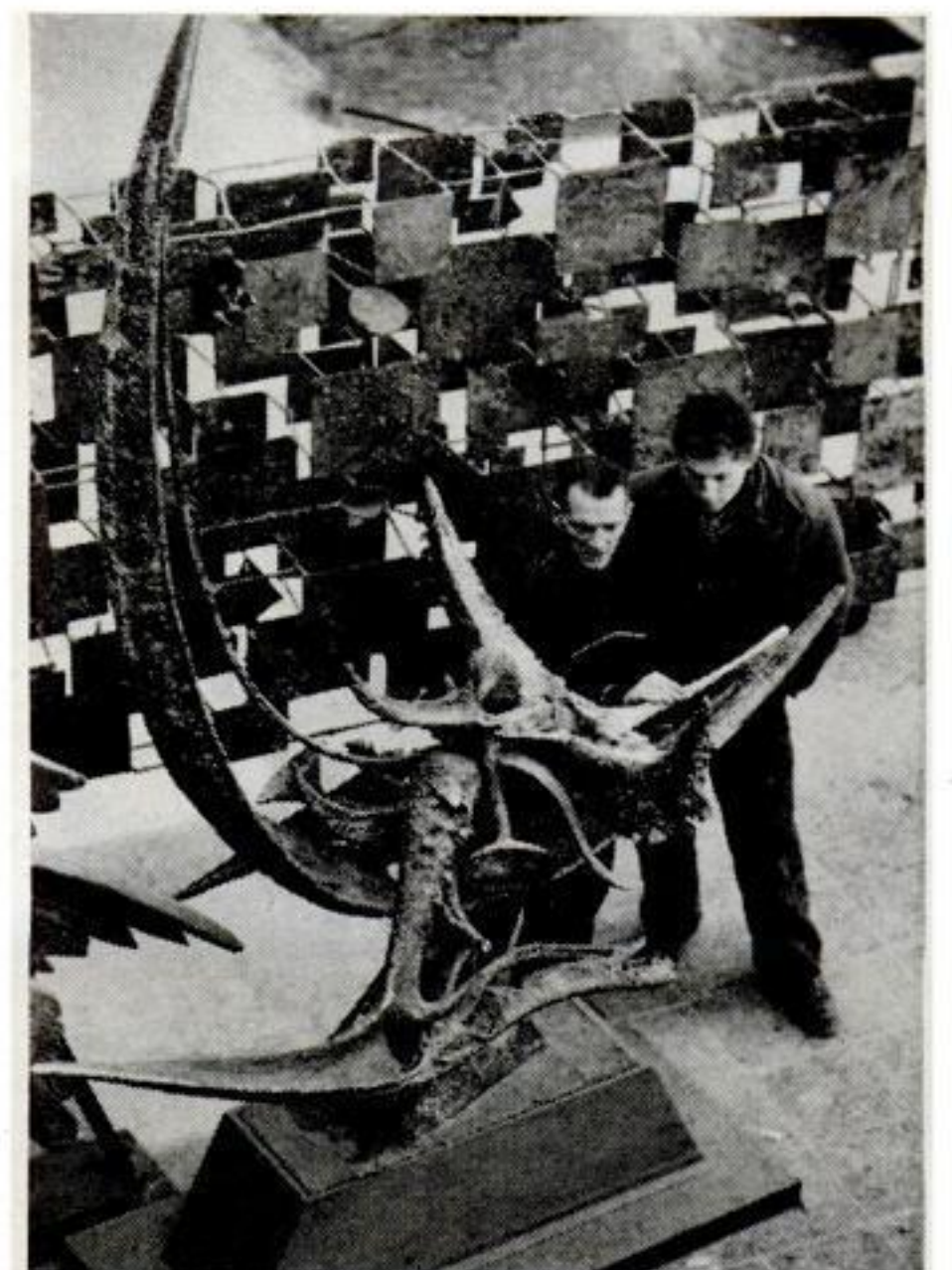
MINING MACHINERY for display of a model coal mine is unloaded under the eye of Russian engineer.



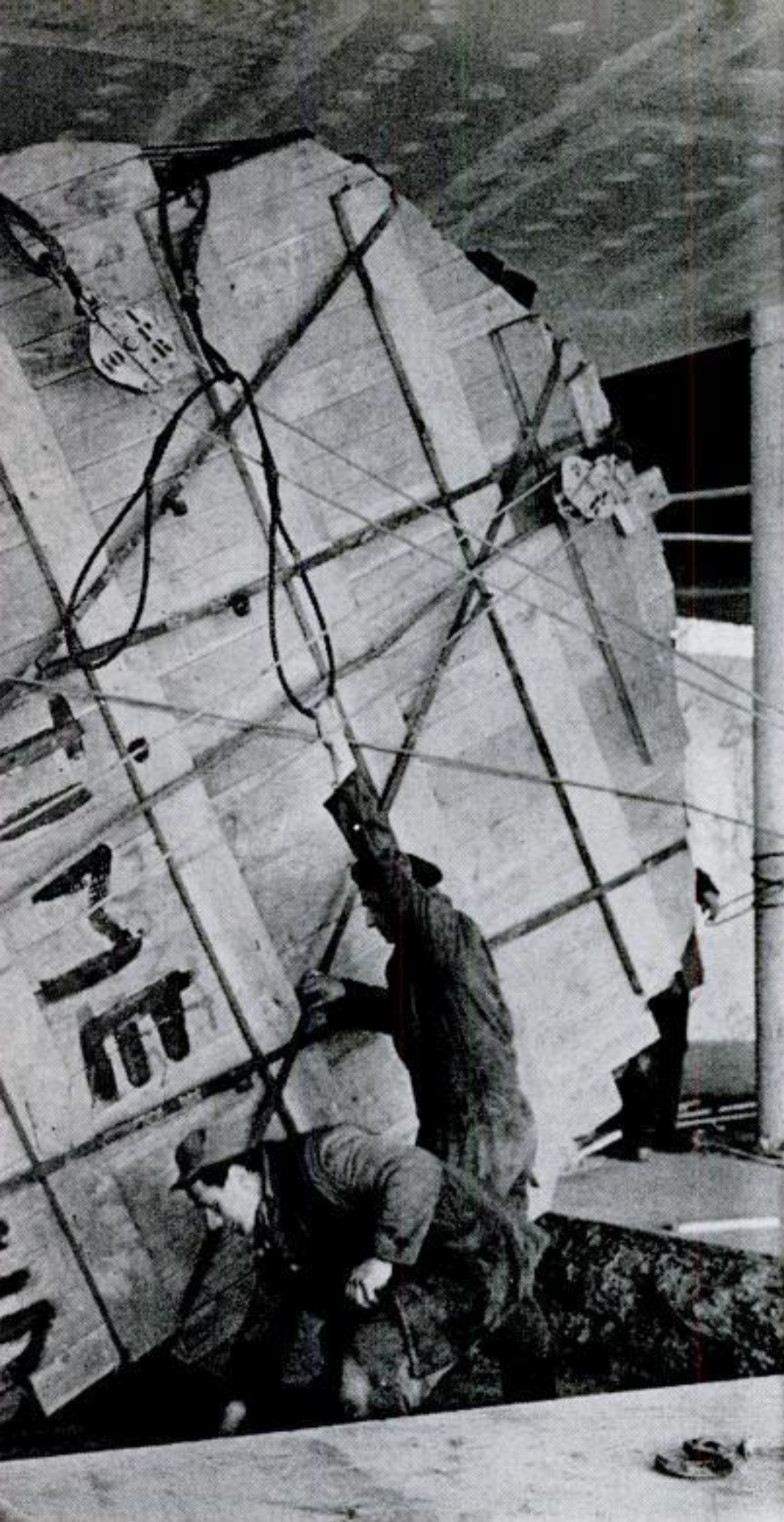
GIANT REDWOOD SECTION, with a joking comment marked on crate, is lowered into pit that had

RUSSIAN SERIOUSNESS

Even as the rival Russian and American efforts in Brussels were taking shape, their sharp contrasts could be plainly seen. After his visit to the two countries' pavilions, Photographer Rougier reported, "The Russians are treating the exposition as a giant industrial show, putting on display all their heavy machinery, scientific advances and Sputniks. But the U.S. is



"CRADLE SONG," sculpture (foreground) by American Theodore Roszak, attracts two Belgian workers.



to be dug in U.S. pavilion so that section 16 feet in diameter could fit under ceiling on the main floor.

AND AMERICAN HUMOR

really making its show one of 'How America Lives'—with humor added. There won't be one smile in the Russian pavilion, but the American one offers chuckles and laughs all the way. The interesting thing will be to see who wins out, the heavy hand or the light touch that includes an occasional laugh at ourselves. I'm ready to bet that the U.S. comes out on top."



PAPER SCULPTURES to portray "The People of America" are assembled by Saul Steinberg, famous

cartoonist. He mounts cutout figures on photostats of his drawings and adds touches of colored paper.

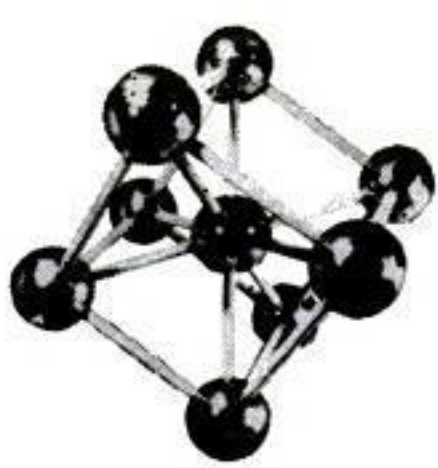


MAIL ORDER CATALOGUE from the U.S. amuses Belgian laborers as they study the brassiere section.



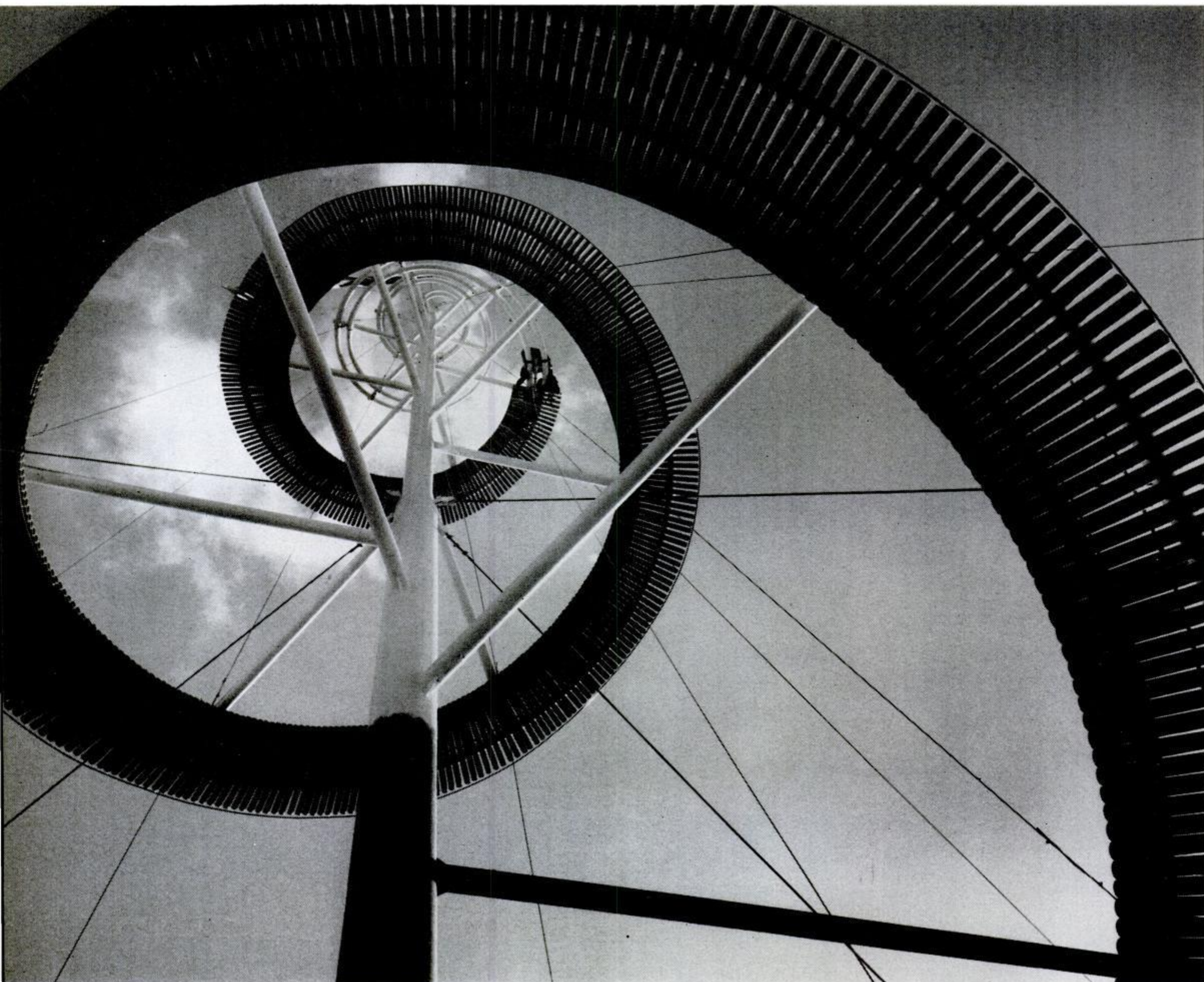
PROPELLER BEANIE and other U.S. gadgets, including glamor-type sunglasses, drew laughs from

Belgian workmen and U.S. pavilion official James Carmel (*right*) as they unpack display shipments.



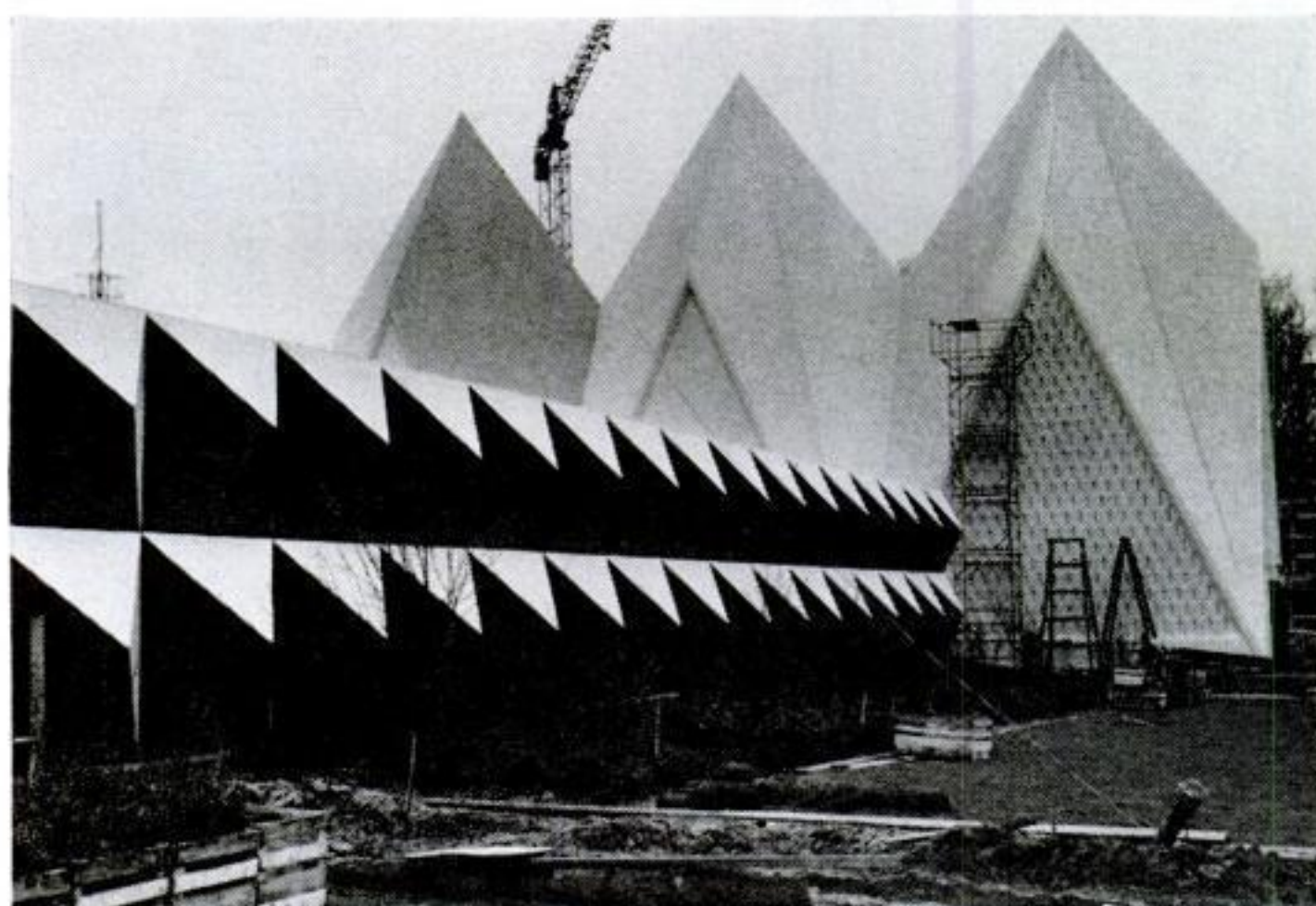
Brussels Fair

CONTINUED

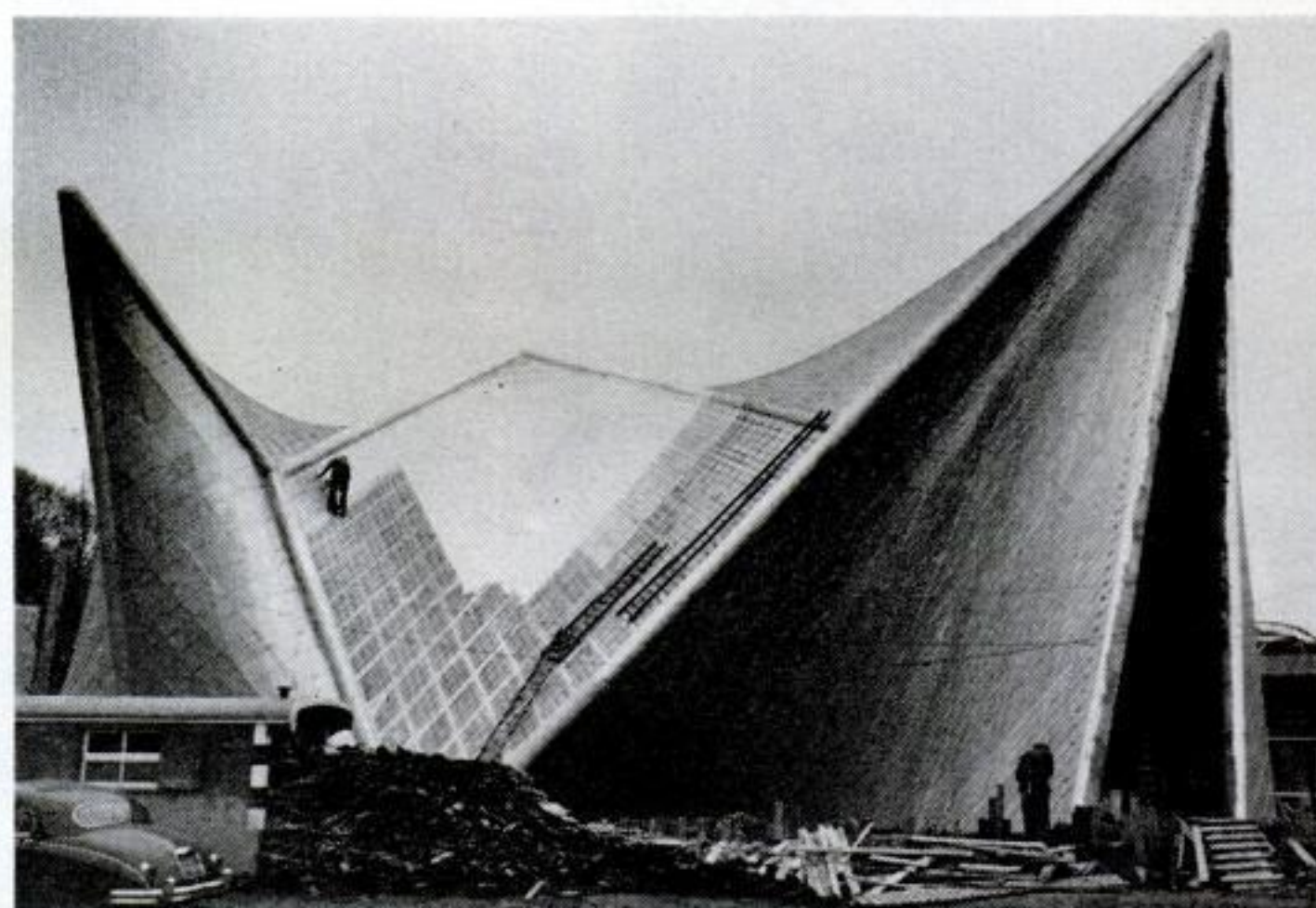


SKYWARD SPIRAL, soaring upward from the fair grounds, nears completion as a workman lays down the slats of the path to the top. Spiral, erected by the

Eternit company, a Belgian manufacturer of insulating and building material, is purely for decoration and cannot be climbed by the visitors to the exposition.



CHUNKY SPIRES and a long low hall covered with pyramidal blocks constitute the British government pavilion, which will house technical, historical exhibits.



WEIRD PEAKS distinguish building designed by Le Corbusier for the Dutch Philips electrical company. A workman is covering the walls with silver paint.





DEBRIS OF TODD'S PLANE IS STREWN OVER MOUNTAIN VALLEY 20 MILES SOUTHWEST OF GRANTS, N. MEX.

THE TRIP LIZ COULD NOT TAKE

Mike Todd dies in crash on one of few occasions she stayed home

"Mike and I have a rule... Whither thou goest I will go." Describing her life with Producer Mike Todd recently, Elizabeth Taylor added, "When we're separated we die. So it's easier for me to pack up and travel with Mike."

One night last week Mike packed up and boarded his own plane—*The Liz*—to attend a dinner in New York. Mrs. Todd had a severe cold and a 102° fever. She begged to go anyway but Mike said no. A few hours later the plane crashed and burned in New Mexico. Mike was killed, along with the two pilots and a Hollywood writer named Art Cohn, who had nearly finished a book called *The First Nine Lives of Michael Todd*.

In 50 flamboyant years Todd lived at least nine lives—and made at least nine fortunes

which he carelessly spent. He was one of the world's master showmen, a blend of connoisseur and ballyhoo artist who promoted every kind of hoopla: carnivals, water spectacles, Broadway musicals, mammoth parties and even a first-rate production of *Hamlet*. Many people disliked him, but almost everybody was awed by his flair and his courage. Even his third marriage was flamboyant—to Liz, 24 years his junior, who used to say worriedly, "One of these days I will be too old for him." His last film was the splendid *Around the World in 80 Days*, which has grossed \$26 million. "I'm a lucky bum," Todd was fond of saying. But he considered money something that was here today and gone tomorrow. As it happened, that was exactly the way it was with Mike Todd too.



THE TODD FAMILY, assembled in rented Edwardian costumes, is shown in rare photograph that was



AFFECTIONATE TODDS attended dinner last December at which Mike received award for promoting world travel. Award was made by friend Eddie Fisher (right).

TRAVELING TODDS, Liz and Mike, stopped off at Paris airport last month while returning from Moscow visit. Plane was the one that carried Mike to his death.





taken last year for Christmas card use and that was later discarded. Left to right: Mrs. Mike Todd Jr.

with daughter Susan Jane; Mike Todd Jr. with son Cyrus; Liz holding Elizabeth Frances, her daughter

by Mike; and, standing in front of Mike, Chris and Michael, Liz's children by Actor Michael Wilding.



DISTRESSED FRIEND, Eddie Fisher's wife, Debbie Reynolds, is in tears as she leaves Todd's home after rushing there to comfort Liz on hearing of Mike's death.

A FINAL TRIBUTE, not intended as such, picture of Mike hangs at the Waldorf-Astoria in New York following cancellation of Friars Club banquet in his honor.

THE DEEPER PROBLEM IN EDUCATION

IT IS TO DIG OUT EDUCATIONISTS' DEBRIS AND REDISCOVER LEARNING'S TRUE NATURE

It is still a shock to realize the penalties a good teacher must pay, just to do his country's most important job (*see pp. 93-101*). We must do something quickly about improving teachers' salaries, training and status. But teachers and the public must also get together on a problem less tangible but more basic—how to straighten out the debris left by 40 years of the progressive educationists. It is a legacy of distended play facilities, substandard curricula and principals whose intellectual confusion can no longer be disguised by the compulsory smile on their faces.

American schools have done a tremendous job in educating people at a rate beyond the dreams of most nations. Such a quantitative achievement was bound to hit some snags on the quality side. And it serves no purpose to polarize the educational debate by shouting "un-American" at the late John Dewey's bones (a distinctive Americanism, in fact, was one of Dewey's intellectual boasts), or by making blanket denunciations of "frills" in education (if *How to Run a Beauty Shop* has no place in a general high school curriculum, a good challenging music appreciation course very definitely *has*). The problem underlying all our confusion is—to use words long out of favor in pedagogical circles—a matter of tradition and philosophy. Only by grasping this can we figure out where and how our education system went wrong.

Until the arrival of Dewey and his disciples, American schools had the stated objective of educating individuals in an inherited and enlarging body of learning. Confident of their own established values in ethics, law and culture, the old-fashioned teachers deliberately set out to pass down these values as part of a living tradition. They held that it was all one cultural heritage—everything from Boyle's Law to Cicero's First Oration against Catiline—and the more of it you learned the wiser and more mentally alert you would be.

Dewey and his disciples revolted against this certitude, which had indeed grown more than a little ossified in its teaching methods. But history records no more egregious case of throwing out the baby with the bath. Instead of modernizing the oldtimers' teaching methods, the new educationists went deeper and denied tradition in anything.

"We agree," Dewey once said, "that we are uncertain as to where we are going and where we want to go, and why we are doing what we do." In a kind of country club existentialism, Dewey and his boys genially contended that the traditional ends of education—and indeed of human life—like God, virtue and the idea of "culture" were all debatable and hence not worth debating. In their place: enter life adjustment. The alternative to educating the individual thus became, as John Keats puts it in his excellent new book, *Schools without Scholars*, "to bring the individual by a process of conditioning, to a realization of his functional role in society."

The Deweyites thus transformed conditioning techniques into ends in themselves. As they tracked through U.S. education, teachers' colleges assumed the dignity of lamaseries. They called their system science, but they worshiped its doctrines like a cult. In thousands of schools teachers were denied the chance of learning more about their subjects in favor of compulsory education courses in how to teach them.

Within the schools discipline gave way to increasingly dubious forms of group persuasion. "With teen-agers," one high school principal said proudly, "there is nothing more powerful than the approval or disapproval of the group. . . . When the majority conforms, the others will go along." It

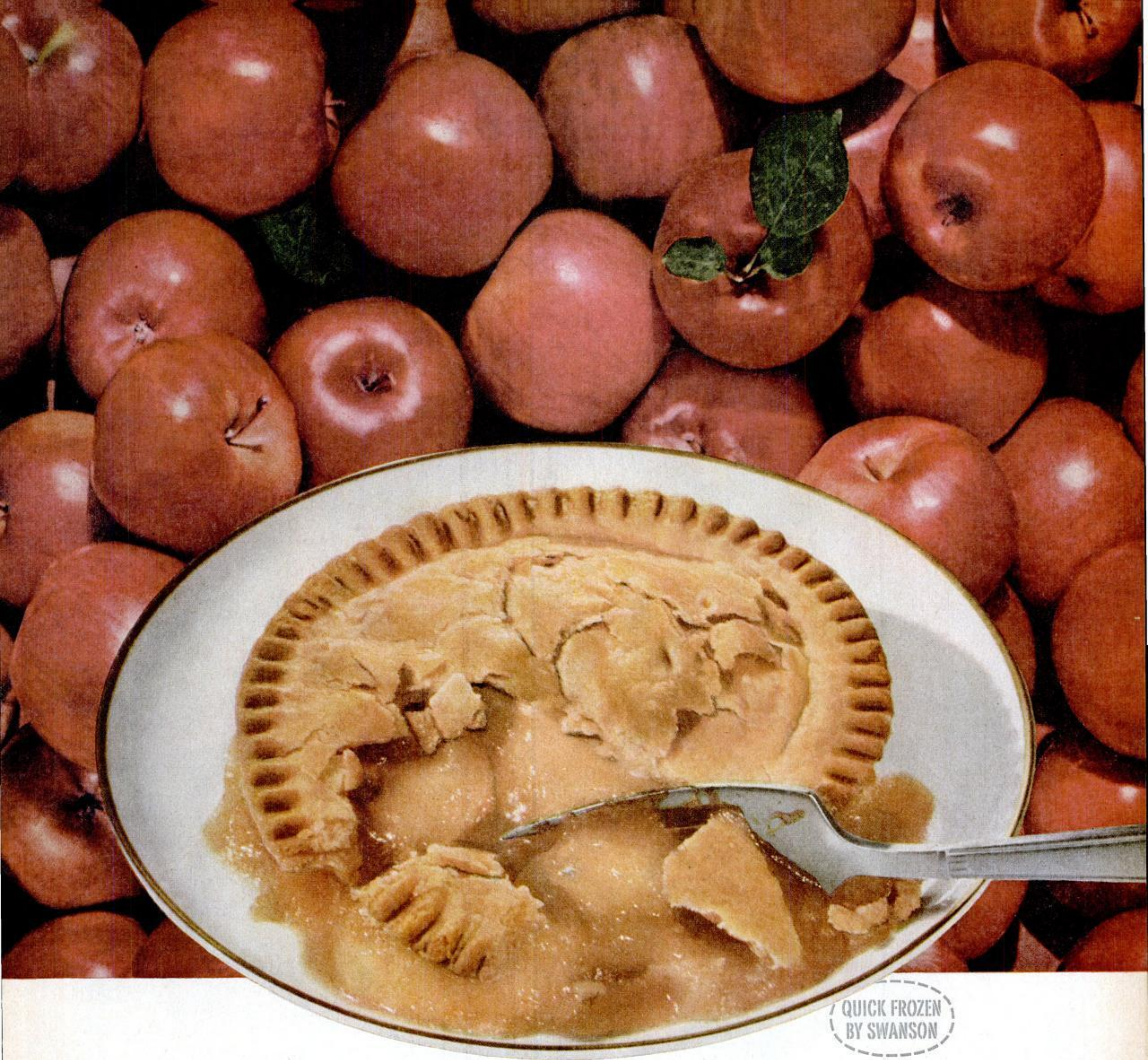
would not easily occur to the modern educationists that such blind fostering of group pressure is a travesty of free democracy. Such criticism honestly puzzles them, as do suggestions that they might concentrate more on dry "learning" subjects, like mathematics and languages, to the exclusion of teen-age problems, beauty care, flycasting. But they try to "understand" their critics, for "understanding" is part of the progressive code—a recently popular educational tract is titled *Helping Teachers Understand Principals*.

By their own trusted empirical test, the poor performance of their students has proved the educationists wrong. U.S. high school students are plain ignorant of things grammar school students would have known a generation ago. Years of barren discussion courses in English have made a whole generation chronically incoherent in the English language (the mutterings of a U.S. teen-ager trying to discuss his beliefs generally sound like a sanitized version of Elvis Presley). By substituting "projects" for study, the educationists have soothed students' curiosity, but left them with little intellectual patience for solving problems. Cut off from any but the most obvious contact with his tradition, *e.g.*, an occasional project visit to the local courthouse, the student has lost his sense of history, at a time when his country needs this most. Surely the history of the Crusades can give a young American a better grasp of the problems implicit in the U.N. or NATO than dressing up as a Pakistani delegate in an imitation U.N. assembly at school.

With Dewey's world so demonstrably in tatters, one might think the educationists would run up the white flag. Far from it. Entrenched in public school administrations, they defend with the adhesiveness of a band of brothers every article of their gobbledygook canons. In Holland, Mich. the Christian High School, a respected institution of impeccable academic standards, has recently been denied accreditation by the North Central Association of Colleges and Secondary Schools because it refused to dilute its academic standards with shop and cooking courses. A sample of the canons by which such schools are judged: "Is the control and atmosphere of the individual's rooms and classes based upon teacher authority or group self-control and group defined standards . . . ? To what extent are opportunities provided for children to develop moral and spiritual values through the process of direct experience in working with each other . . . ?"

We cannot expect to cure such lopsided standards just by giving teachers the pay they deserve, building the schools we need, and ordering up more science courses. A few important steps *can* be taken by state and local authorities. For one thing, most of our state teachers' colleges should be abolished as such and converted into liberal arts colleges, with subordinate education departments. There must also be some drastic upgrading of curriculum requirements.

But most of all we need to do some thinking about the true ends of education. The worthwhile innovations in method brought by Dewey's educationists should be kept. But their exclusive devotion to techniques and group adjustment should never again be allowed to hide the fact that American education exists first of all to educate the individual in a body of learning, with a tradition and purpose behind it. A man so educated is far better equipped as a democratic citizen than the merely "well adjusted." For he will have not only the social ease to make his civilization comfortable, but the intellectual discipline to help save it.



**When it bakes this juicy...with a crust this flaky...
it's a quick-frozen Swanson pie!**

Here is apple pie that bakes to perfection every time! With the crispiest, flakiest crust that ever came out golden-brown . . . plumped high with firm, tender pie-apple slices . . . rich with juice that's homemade-spicy. Swanson keeps this fresh-made goodness right where it belongs, too. The juice stays juicy, the pastry dry. No heavy thickening is ever used, for thanks to Swanson freezing, there's no time for the juice to soak into the extra-special crust. Easy to fix? It's as simple as heating your oven, popping in the pie without thawing, and serving it hot and delicious. Have one soon.

Only Swanson pies, (apple, cherry, peach and blueberry) are made in the individual size and packed in pairs. You can serve several kinds at one meal, so everyone gets his special favorite without extra work by you!

A PRODUCT OF *Campbell* SOUP COMPANY



Family Size . . . Individual Size.
Apple, cherry, blueberry, peach.

Copyrighted material

Any corn flakes are real gone...
as long as they're **Post Toasties**



REAL GONE—THAT'S FOR SURE... both the miss and her corn flakes! They're Post Toasties—rolled and toasted a special way that keeps the sweet corn flavor in each curly bit o' crispness. No wonder folks call them the "little bit better" corn flakes. Go ahead—taste 'em yourself!



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods

THE MAN WHO TOOK THE BEATING FOR VANGUARD

After a half year of delays, misfirings and stuck plugs, John P. Hagen finally runs out of hard luck

by HUGH SIDNEY

THE successful launching of the first Vanguard satellite on St. Patrick's Day brought to an end one of the most trying ordeals ever imposed on an American scientist in the course of his work. As one Vanguard after another failed while rival Soviet and U.S. Army satellites rocketed briskly into orbit, Dr. John Peter Hagen, director of the Navy project, found himself in the role of the space age's first fall guy.

Things just about reached bottom for Hagen three weeks ago, all because of a plug the size of a man's fist whose only function was to fall off the Vanguard at the right moment. Only 45 seconds before the rocket was to be blasted up toward space, with everything else going beautifully, the plug stuck and the whole launching had to be called off. Getting the report over his phone in Washington, the usually mild-mannered Hagen lost his temper. Still clutching the phone, he dictated a scathing letter to the company that made the plug assembly. Because of this "silly little thing," he said, the rocket which was supposed to carry a satellite into orbit had now, for the second time, remained rooted to the ground like an oak.

Last week the same critical moment in the countdown came again. This time the plug, which connects an external helium hose to the Vanguard, behaved itself and fell free. Months of frustration seemed to slide off the 49-year-old scientist. "Somehow," Dr. Hagen says now, "I felt we were there." Forty-five seconds later the 11-ton rocket was on its way up to hurl its satellite into space.

The launching was a triumph of scientific deliberation over public passion. Seldom has a delicate and important scientific experiment been conducted under such merciless public pressure—or in a more unscientific atmosphere.

It was on July 29, 1955 that the U.S. announced to the world that it would place a satellite in orbit sometime before midnight of Dec. 31, 1958. The responsible officials followed up this glowing promise by giving the project 15 rockets—no more—with which to do the job. Hagen, a Nova Scotia-born physicist-astronomer who had been on the staff of the Naval Research Laboratory since 1935, was named to supervise the project.

At that point, at least, Project Vanguard was still a scientific experiment. "Then," says Hagen, "the project became an instrument of foreign policy, and then it got military overtones. We had been told to play one game but suddenly everybody else was playing by the rules of another game."

The biggest change in the rules came last Oct. 4. Early that morning Hagen sought out Russian Rocket Expert Sergei Poloskov, who was attending a Washington IGY meeting on missiles and rockets. Hagen asked if the U.S. would be given time to change its radio tracking equipment should the Russians soon launch a satellite. Poloskov smiled and said plenty of notice would be given.

At 6 p.m. that day Hagen left his office at the Naval laboratory, where he had been preparing reports. He had skipped that evening's cocktail party at the Russian embassy. As he reached the door of his home, across the Potomac in Arlington, Va., his 16-year-old son Peter met him. "Somebody just called," he announced, "and said the Russians have launched a satellite. Is it true?"

Dr. Hagen did not answer. He went straight for a telephone. His long ordeal had begun.

America cried for action. Growled one Navy officer, "We need more of an S.O.B. in this program—somebody who will kick a few people around, somebody who will raise a little hell. Hagen won't do it."

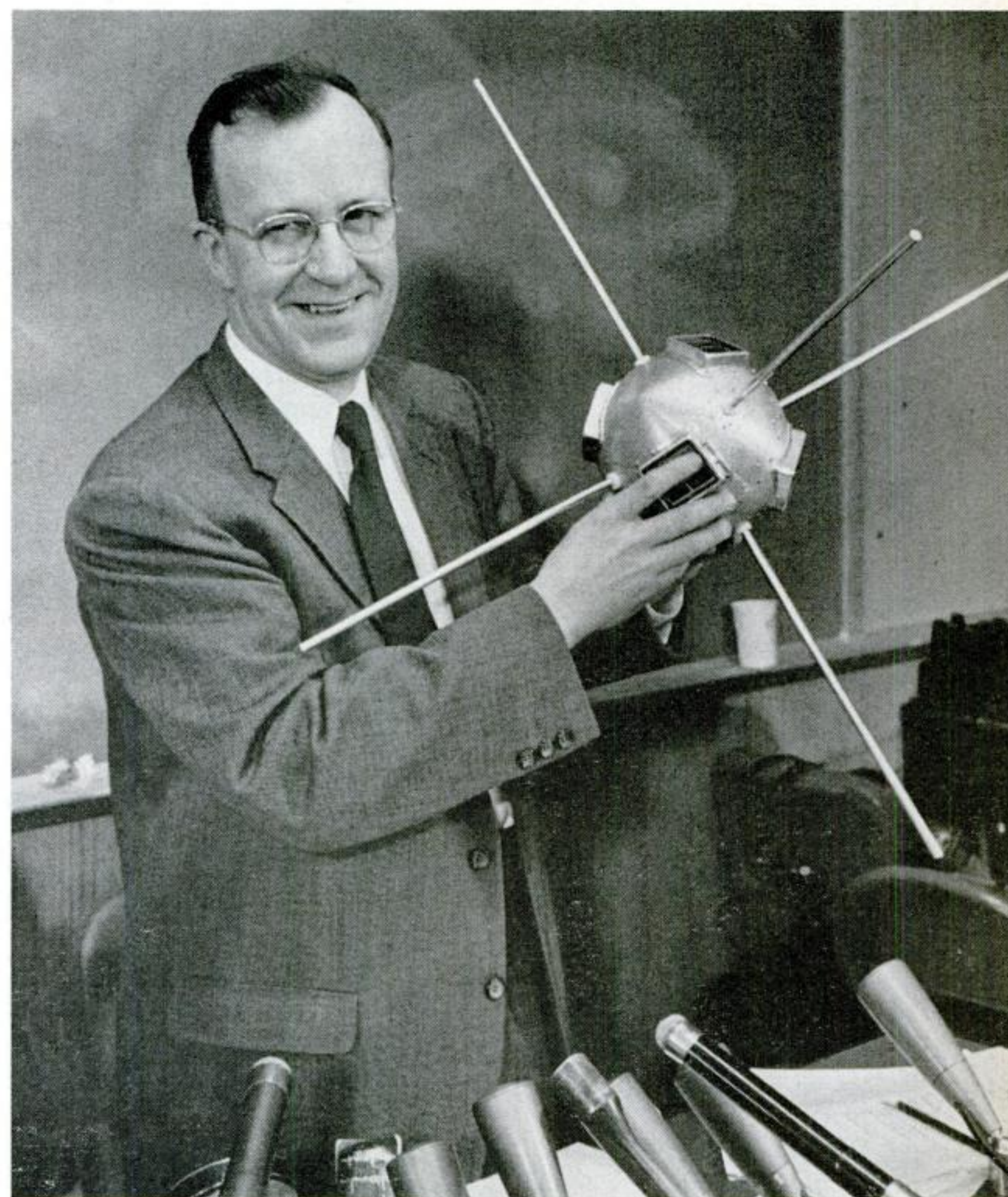
John Hagen began to spend more time answering questions about Vanguard than he did working on it. Four times he rode up Pennsylvania Avenue to face congressional critics. His trips to the Pentagon were too numerous to number. Twice he went to the White House. "The President was genuinely interested," Hagen recalls. "He wanted to know about the program. He never was sharp. He never suggested that he was displeased with what we were doing."

Nevertheless the President increased the almost intolerable pressure on Hagen by promising the people a small U.S. satellite in December and bigger ones by March. Aware of the difficulty of fulfilling this promise, Hagen received the news with a groan: "Oh, no." Then he went quietly back to work.

A month after Sputnik II went up, TV-3—Project Vanguard's third test vehicle, scheduled to be the first U.S. satellite carrier to rocket into space—was on the stand at Cape Canaveral. As the countdown proceeded



JUST BEFORE FAILURE of December Vanguard try, Hagen (left) and IGY official Richard W. Porter wait tensely in Washington for word from Canaveral.



JUST AFTER SUCCESS on St. Patrick's Day, happy Hagen at press conference shows off duplicate of the six-inch satellite Vanguard had just put into orbit.

CONTINUED

on Dec. 6, accompanied by tremendous publicity, Hagen was worried. There had been three previous tests of Vanguard components and they had gone too well. "We were batting 1.000. No rocket ever had so perfect a record. We knew something was bound to go wrong eventually, but of course we did not know when."

The countdown reached its end. On the launching pad there was a terrible belch of flame and smoke. The rocket exploded and smashed back to the ground, carrying U.S. prestige and morale with it.

"After that," says Hagen, "almost all my work was preparing reports, explaining what had happened." One reason for the upset, he feels, was that nobody had bothered to do much explaining of science in the past. "We scientists were at fault, really. It's like taking a woman to a ball game. If you don't bother to explain it to her you're in trouble."

A few days before Christmas he took his family to a market lot in Arlington to select a tree. His youngest boy, Christopher, 13, standing slightly apart from the others, met one of his school friends. "Hi Chris," shouted the youngster. "When is your old man going to get that thing up?"

"That was the first time I realized how all this might be affecting my family," recalls Hagen. "I suspect now that it may have been tougher on them than it was on me."

On Jan. 22 began a series of countdowns that never reached the moment of firing. Each time the count got low something happened to prevent a launch. The telephone almost grew to John Hagen's ear during this period. His black lunch box sometimes sat on his desk unopened all day. Vanguard was becoming an object of ridicule. One cartoon showed a man running from the blockhouse to kick the missile and get it up. There was a Pentagon joke about the Vanguard Navy salute: hand clasped to the forehead. A reporter offered a description of the rocket: 72 feet of minor technical difficulties.

The first time the helium plug stuck was the evening of Jan. 25. "If I ever want to leave this business and get rich quick, I'm going to manufacture valves that work," Hagen grumbled.

Less than a mile down the Canaveral beach the crews of Dr. Wernher von Braun were getting their Jupiter C rocket ready for flight to space. One more Vanguard delay and the Army would get its turn.

The delay came. A tiny leak developed in the fuel system of the Vanguard's second stage rocket.

On the night of Jan. 31 John Hagen struggled into his tuxedo to attend a dinner at which he was to be given the Service to Mankind award by Washington's Sertoma Club. (The award was being made over his objections. "Wait until I get something into orbit," he had urged.) In Florida, Army missilemen were ready for their attempt. Hagen stationed an information assistant, Walter McDonald, at the door of the Sertoma meeting room with orders to signal if word came that the Jupiter C was launched during Hagen's talk.

"If the rocket had been fired then, I was going to make a nice country boy announcement, finish the talk and get out of there," Hagen went through all 12 pages of his speech, his collar digging his neck. As he stepped down McDonald whispered that Von Braun's men were at T minus 10 minutes. With the award under his arm Hagen rushed with his

wife Edith for their 1949 Pontiac. As they drove down Washington's 14th Street toward the Potomac the first news flash of the launch came. Then the car radio faded. Edith Hagen pounded it, madly twirling the dials. Neither spoke. She had not revived the radio when they reached home. Hagen changed clothes and headed for the laboratory where the Navy was to track the Army's Explorer. Later Walter McDonald, standing by at the Army's press conference, checked in with his chief. "Well, Mac, the rascals got it up," Hagen said. "It looks like a real good orbit. Let's stay in the background. This is their show."

On Feb. 3 another Vanguard attempt was scheduled, but the launching had to be called off because of unfavorable weather.

On Feb. 4 the Navy tried again. Eight times the countdown had to be stopped and moved back because of technical trouble. "When you have that much trouble," says Hagen, "your confidence shrinks." At 2:30 a.m. on Feb. 5 the missile left the pad, climbed to 22,000 feet—and broke up. Hagen, who was keeping a detailed graph of the test, threw down his red pencil and said, as he had often had to say before, "Oh, no!"

"When it left the pad so nicely," he recalls, "we were all feeling high. It was a real shock—worse than Dec. 6."

Then came March 8 and the second failure of the helium plug to fall free. "I was frustrated, infuriated," Hagen says. "There was just no excuse for this."

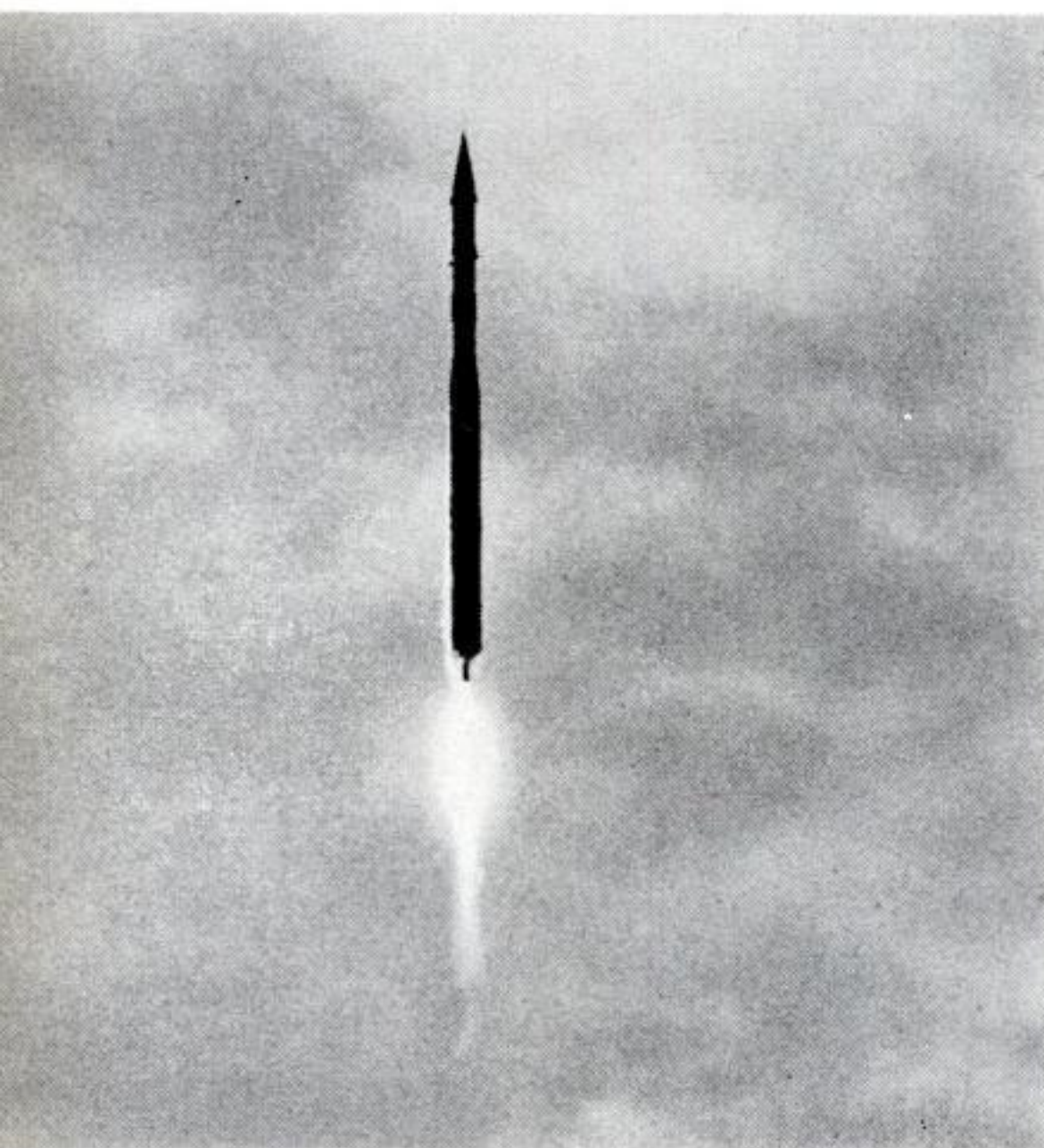
As the St. Patrick's Day firing approached, the only significant change in the rocket was the addition of a few cents' worth of metal, machined into a tiny brace that would support the helium plug so that it could be pulled out more easily.

The night of March 16 Hagen went to bed with an upset stomach. At 3:30 a.m. he awoke, could not get back to sleep and called the lab. The countdown was proceeding smoothly. "Good, good," he said. He dressed, ate a hearty breakfast and hurried out to his car. "I knew the possibility of another failure was there. It always is. I even had a staff ready to prepare reports. I guess I realized that if it failed this time I might be asked to get out. I didn't give it much thought, though." As he drove across the Potomac, morning newspapers were being distributed with a story about an impending investigation of the U.S. missile program by Representative Carl Durham. "Durham," said the story, "noted the repeated failures of the Vanguard rocket and declared, 'It certainly looks like it may never get off the ground.'"

At the Navy lab Hagen was told that there still had been no delays in the countdown. At T minus 45 seconds Hagen, monitoring the phone to Canaveral, turned to staff members gathered around him and said quietly, "The helium has dropped."

At 15 minutes and 41.1 seconds after 7 a.m. the rocket rose off the ground. Standing in the cool Florida dawn beneath the vanishing rocket's vapor trail, Hagen's deputy, J. Paul Walsh, shouted into the phone, "It's going beautifully."

A few minutes later in the Hagen home in Arlington the phone rang. Edith Hagen picked it up. "This is Al Nagy at the lab," a voice said. "I wish you could see Dr. Hagen. He has a smile that's too big for his face."



GOING INTO SPACE, slender Vanguard rises into clouds during the first seconds of its perfect flight.



COMING OUT OF WATER at celebration party at hotel near Cape Canaveral, Stanley Welsh, executive

of Martin Company which built Vanguard, holds up wife's coat, which was tossed into pool with him.



LOOK FOR THIS SEAL—

**If you want the best car and home insurance
for the premiums you pay**

This seal tells you that you are dealing with a professional insurance specialist — an *independent* local businessman who is not an employee of an insurance company. The insurance agent who displays this seal is free to recommend the car or home insurance that will provide the best protection for you.

And he's free to help you collect when you have a loss.

This seal is your pledge of friendly, on-the-spot service whenever you need help or advice, whether at home or far away. When you travel, you can count on over 100,000 independent agents throughout the country who display this seal to help you when you are in trouble.

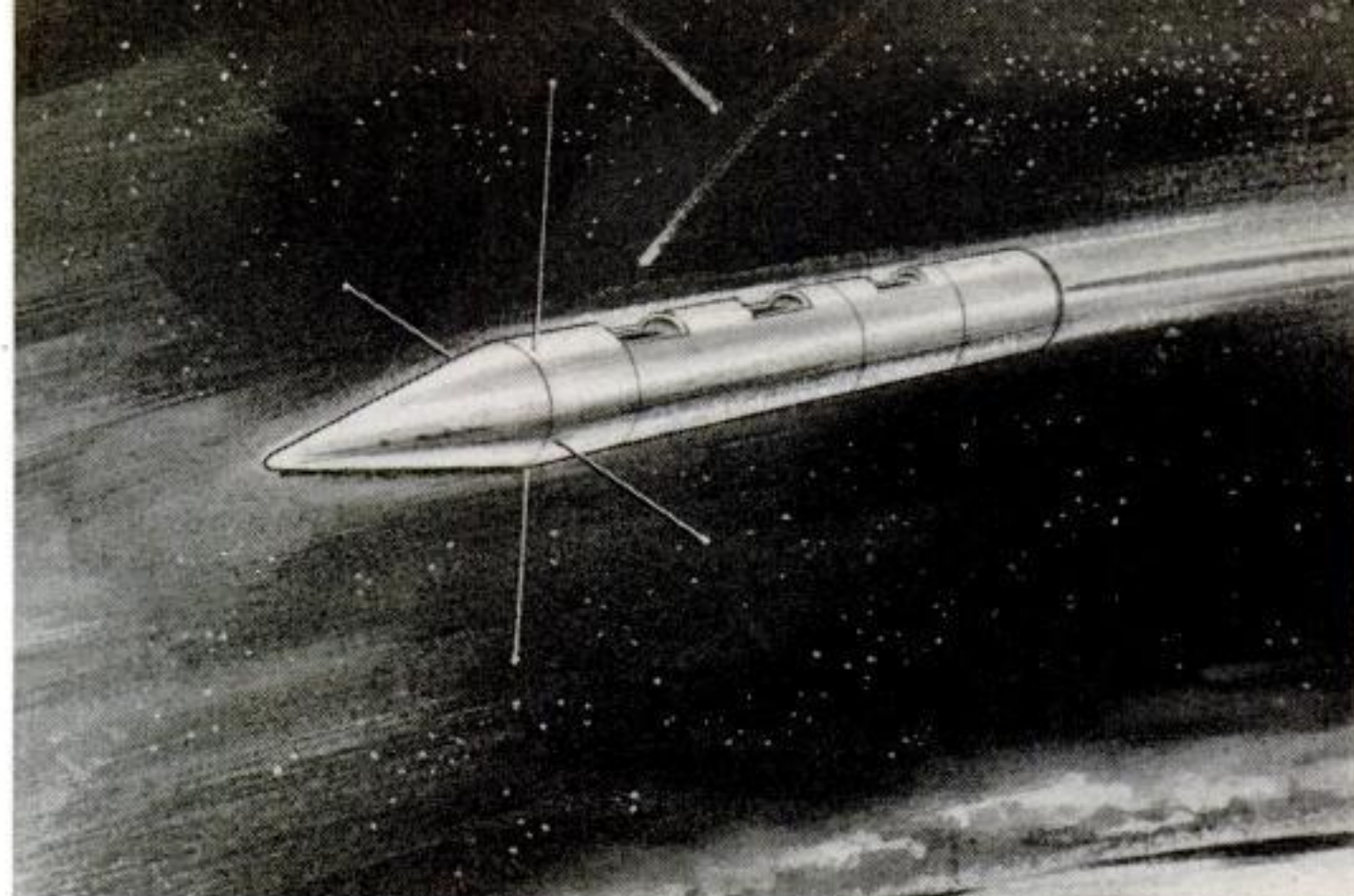
To get the best protection and service for the premiums you pay, look for this seal before you buy car or home insurance.



NATIONAL ASSOCIATION OF INSURANCE AGENTS, INC.



ORBITING MONKEY could be used in studies of weightlessness. It would be wired to record and radio back reactions. Camera photographs facial expressions.



COSMIC DUST COLLECTOR catches particles in open grease traps. Brought back to earth, they will indicate which elements interplanetary space contains.

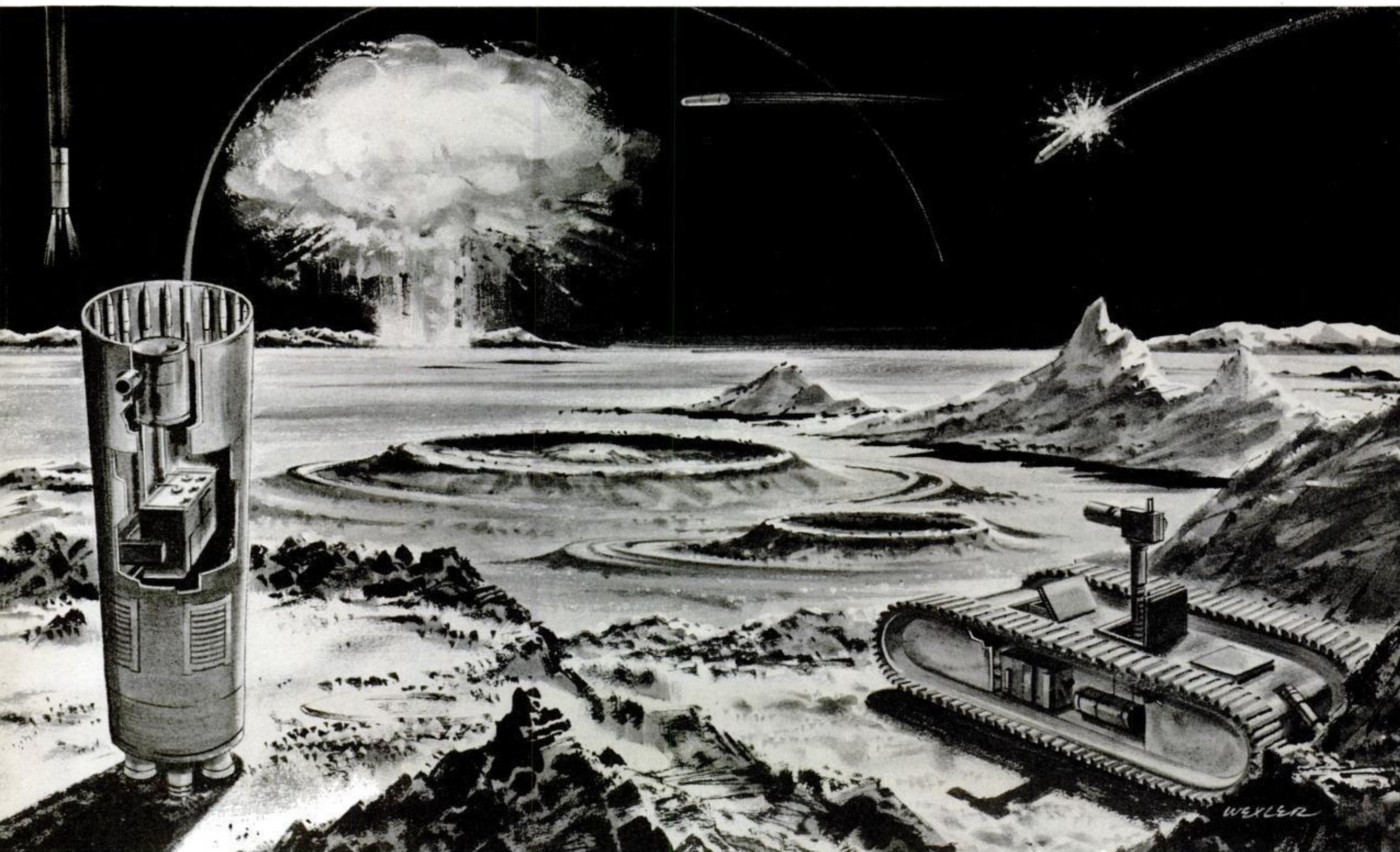
AFTER VANGUARD, SPECIFIC PLANS FOR MOON AND MARS

On the heels of the successful Vanguard launching, the U.S. got the most authoritative plan yet offered for the scientific exploration of space. The carefully thought out program, issued by the Earth Satellite Panel of the U.S. National Committee for the IGY, called for a step-by-step progression of experiments leading ultimately to manned space flight. Some of the committee's eye-opening proposals are shown in the drawings on this page and page 41.

At first, data on cosmic rays, temperatures and atmospheric density would be obtained by sending rockets 10,000 miles out into space and

bringing them back to earth. Bigger and more complex satellites than those now being used would be put into orbit, some containing animals (*above*) and then men as the problems of bringing them back safe and alive to earth are solved. Next, unmanned space ships would orbit the moon, and land on it (*below*). Still others would penetrate the atmosphere of Mars and Jupiter (*p. 41*). Finally, manned space ships would be sent to the moon and beyond.

The panel's report is being submitted to the Administration and Congress who will determine how quickly the proposals will be carried out.



EXPERIMENTS ON MOON will be necessary before attempting a manned trip. In this drawing the upright canister (*left, foreground*) records the hardness and temperature of surface through a spike imbedded in crust. Its cylindrical mass spectrometer studies the composition of the moon's atmosphere, if any. Rectangular seismograph measures disturbances in crust caused by its own rocket firings and by atom bombs set off (*left, background*) to create artificial moonquakes.

An instrument carrier (*in sky, left*) is being slowed down for landing by reverse rockets. A roving "tankette" (*right, foreground*) measures magnetic and gravitational fields and, using elevated TV camera, takes close-ups of topography which are broadcast to earth. Orbiting satellite (*in sky, center*) televises hidden side of moon. Falling rocket (*in sky, right*) has been exploding flash-powder charges so fluctuations in its path can be observed from earth to help calculate moon's mass.

NEW FAB WASHES CLOTHES CLEANER, WHITER, BRIGHTER, MORE LASTINGLY ODOR-FREE than any other washday product in the world!

No wonder New FAB is approved and recommended by
the nation's leading manufacturers of fabrics and clothing!

The men who make the clothes you wear now say:
"Wash them in New FAB!" New FAB is the *only* washday
product that contains miracle *Duratex*! Thanks to *Duratex*,
New FAB washes clothes cleaner and whiter than ever before
—and deodorizes, too . . . actually helps *keep* clothes odor-free
during wearing!

Yes, New FAB washes clothes so completely clean, so bril-
liantly white, that the very men who know fabrics best—the
manufacturers themselves—recommend it *without qualifica-*
tion! 24 of them tested New FAB with *Duratex* in their own
laboratories and in 1958 over 250 million of their products will
carry these instructions: "WASH IN NEW FAB WITH
DURATEX!"

Wash all *your* family's fabrics and clothing in New FAB
with *Duratex* . . . sheets, shirts, socks—*everything*! Remember,
no other product in the *world* can wash clothes so clean, so
white, so lastingly odor-free!

HERE THEY ARE!

The "Who's Who" in American fabrics and fashions!

And every one of these famous brands
recommends New FAB with *Duratex*:



ALL TRADE MARKS REGISTERED
Look for these brands . . . and the tag they carry that says,
"WASH IN NEW FAB WITH DURATEX"

DOUBLE YOUR MONEY BACK!

If you don't get a cleaner, whiter, more lastingly odor-free wash with New FAB
than with *any other* product you've ever used—then Colgate will refund
double the price you paid!*

*RETURN EMPTY FAB CARTON WITH YOUR NAME, ADDRESS TO:
COLGATE-PALMOLIVE CO., DEPT. FJF, 300 PARK AVE., N. Y. 17



10¢
10¢

NOW—SAVE 10¢ on New Fab with Duratex

Prove to yourself that New FAB is everything we say it is . . . and *more*! Clip this coupon, take it to your dealer, and he'll clip 10¢ off the price of *two* large-size boxes of New FAB or 10¢ off the price of one *giant-size* New FAB. Get your first package of New FAB with *Duratex* *today*—at this handsome saving—and tomorrow get *cleaner* washes, *whiter* washes, washes that are *lastingly* odor-free!

NOTICE TO DEALER: Our salesman will redeem this coupon at your store for 10¢ in accordance with the agreement made with you, provided you and the customer have complied with the terms of the offer. Any other application constitutes fraud. We will not honor redemption through outside agencies, brokers, etc. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown upon request. The customer must pay any sales tax. Coupon is void if use is prohibited, restricted, or taxed. Offer expires June 30, 1959. Good only in Continental U.S.A., Alaska and Hawaii.

Cash Value 1/20 of 1 cent. Colgate-Palmolive Company, P. O. Box 1799, Louisville 1, Ky.

10¢
141-58011
C-13

Wesson Oil

takes the smoke out of frying!



SOLID SHORTENINGS SMOKE BECAUSE they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

WESSON OIL DOES NOT SMOKE BECAUSE it is *all* shortening in its purest form—nothing added. Wesson is so clear and brilliant, so light in body, it sparkles as it pours. No other oil as fresh, as pure and as light.



Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Digestible frying—more safely prepared than with costliest solid shortenings

Easier and thrifty—Wesson's the shortening you pour and can use again and again

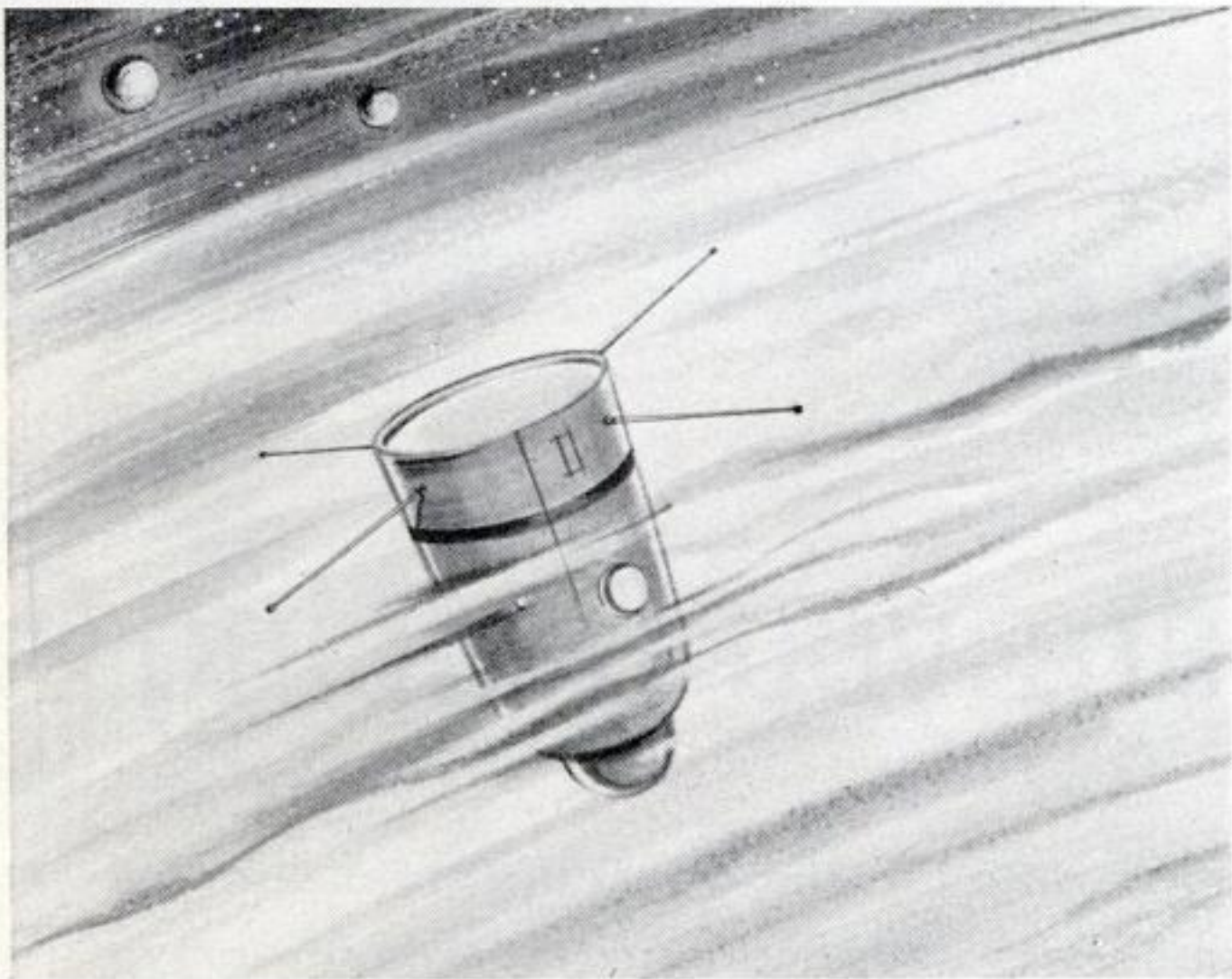
New frying idea— The Wesson Nest Egg

Cut center from thick slice of bread with glass or cookie cutter. Brown one side of bread in just enough Wesson to cover bottom of pan. Turn bread over. Break egg in center, salt and pepper. Cook slowly until egg sets, turn again and serve.





LANDING ON MARS, unmanned instrument carrier is shown being slowed down by drag of giant balloon. After landing, it transmits data on Martian atmosphere and magnetic field. It is also equipped to scoop up and analyze surface samples, might end speculation about whether life exists on Mars.



IN JUPITER'S ATMOSPHERE, sealed instrument tank floats through masses of dense gas thousands of miles thick. As it sinks, it radios back to the earth data on the composition of the atmosphere which may settle the long-standing controversy over whether the inner core of Jupiter is metallic or gaseous.



MAN ON MOON would become an actual fact once preliminary experiments had been carried out. Space-suited scientists free to roam the moon's surface could set up permanent lunar laboratories equipped to carry out much more elaborate research than automatic instruments remotely controlled from earth.

New Medicated Powder! Stops more irritations ...more effectively



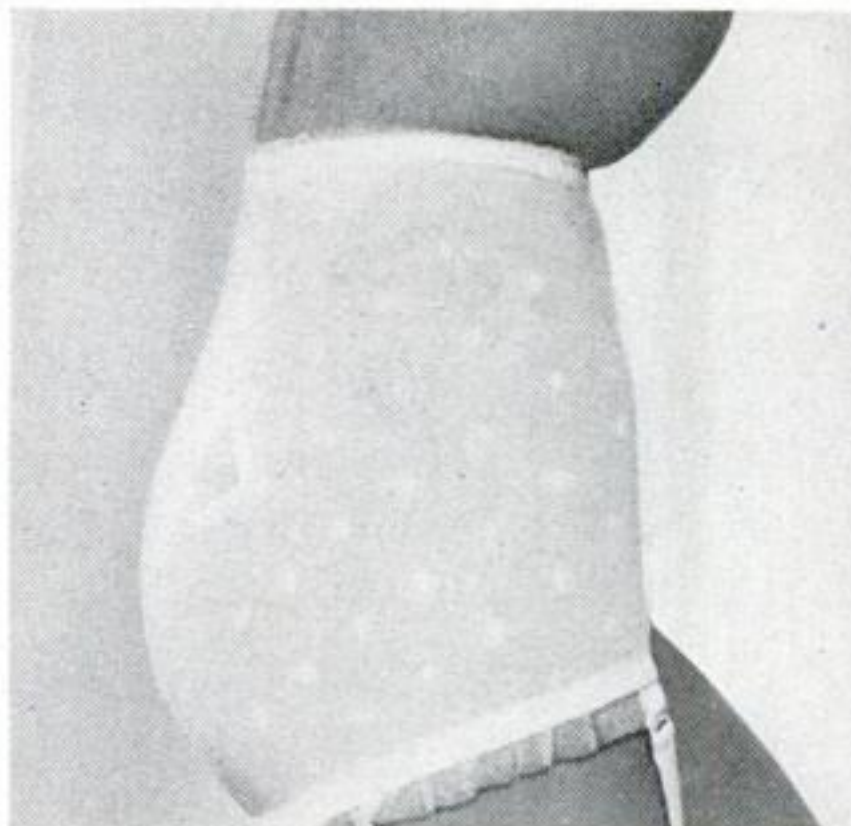
STOPS RASHES

New Johnson's Medicated Powder effectively clears up not only *friction* diaper rash, but uncomfortable *ammonia* diaper rash. Prevents their return. Relieves urine scald and redness; stops ammonia diaper odor, too.



STOPS ITCHES

Exclusive Johnson's formula starts instantly to relieve heat rash, insect bites—most externally-caused irritations. Contains two antiseptics in special combination. And it's hospital-proved safe for the most sensitive skins.



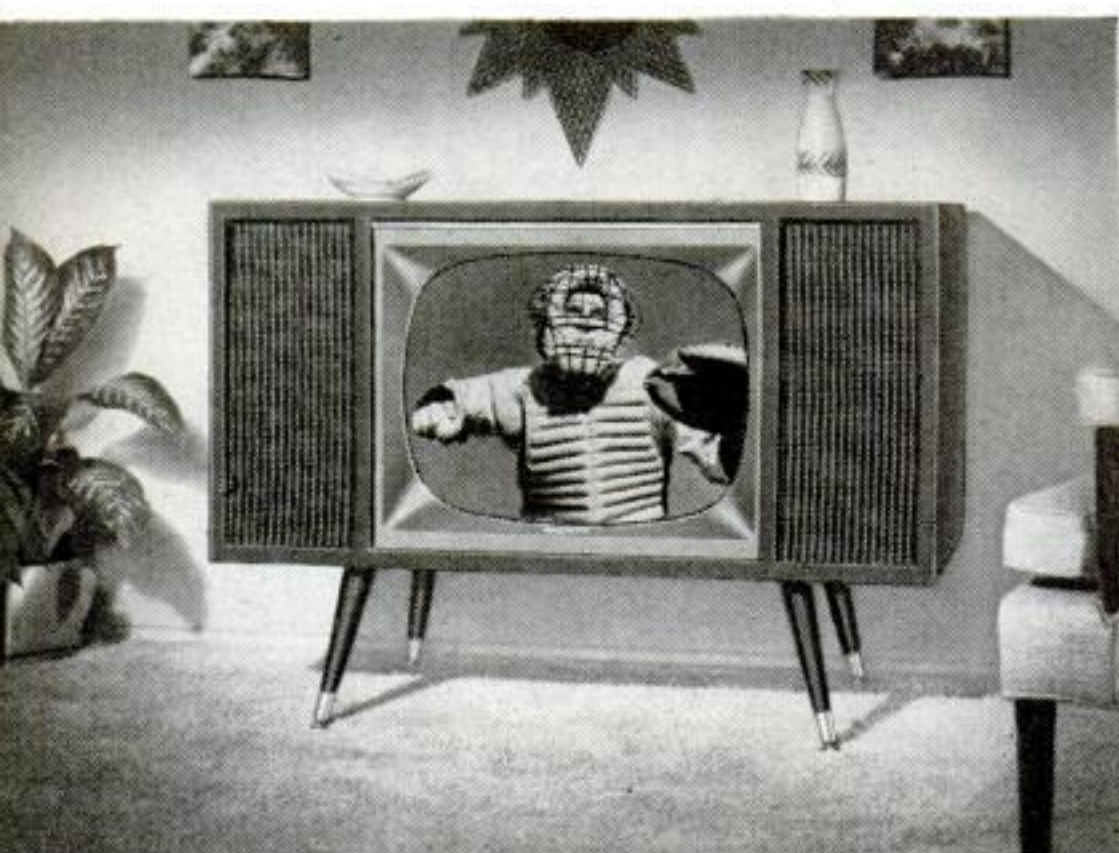
STOPS CHAFING

Extra-absorbent action dries up moisture fast. Soothes girdle chafe. Keeps feet and underarms cool, comfortable—even in hottest weather. Silky-soft, never gritty—clings gently—smells fresh and clean. Try it.

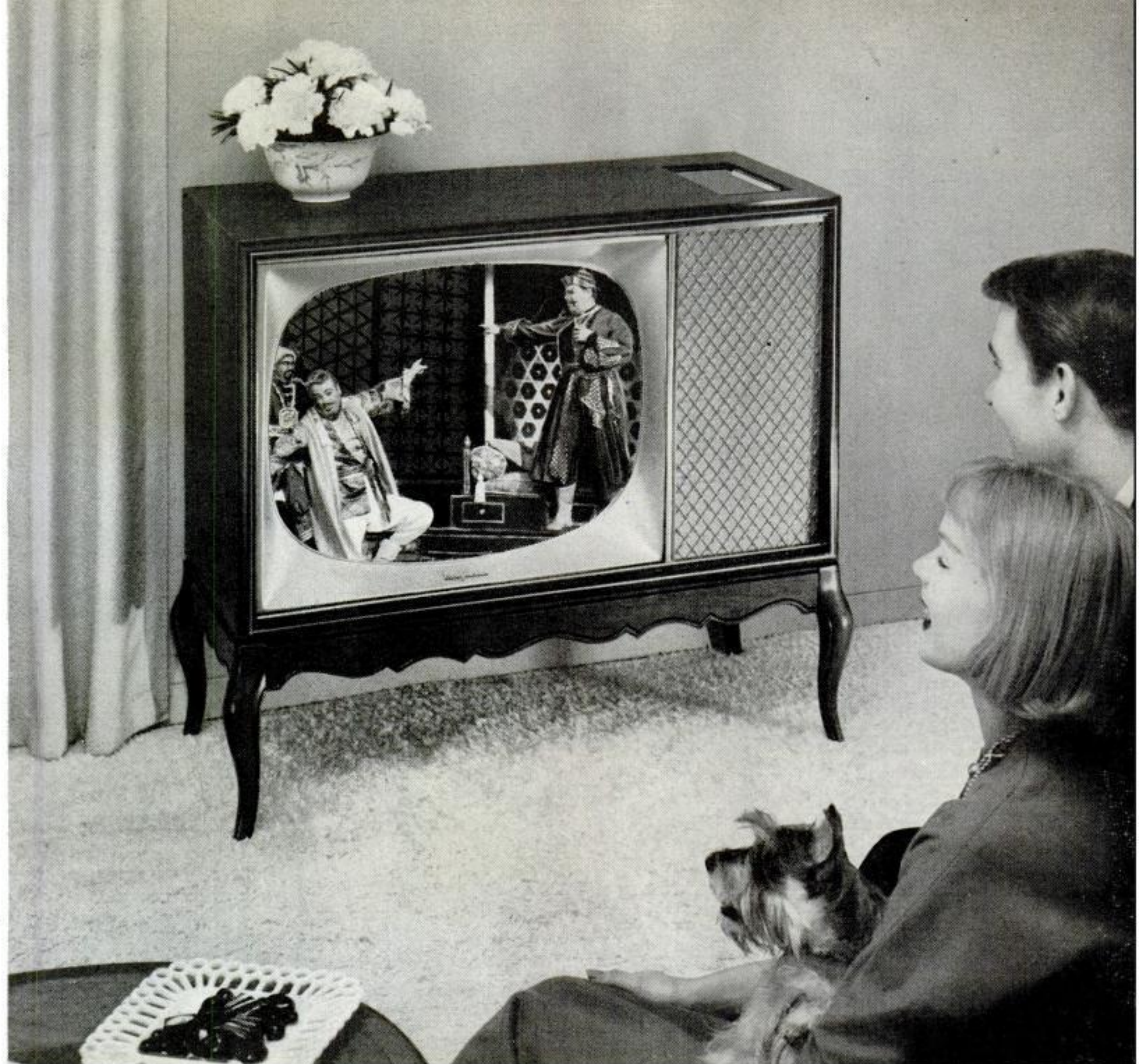
NEW JOHNSON'S MEDICATED POWDER

Get a can today! 4 oz., 49¢





An entirely new experience in listening and viewing! Four speakers, two on each side of the 262 sq. in. screen, sweep you right into the show with "living sound." *The Videorama* in several styles and a variety of finishes. In mahogany, \$299.50.



Magnavox brings you the "lost dimension" of today's TV with the finest sound system in all television to match a 332 sq. in. picture of amazing clarity and depth. *The Cosmopolitan 24* in traditional, modern or provincial styles, and in genuine mahogany, oak, cherry, walnut and ebony, from \$379.50.

How much of today's TV are you missing?



An example of Magnavox value—*The Constellation 21* full console with 262 sq. in. picture. In cordovan, only \$199.90. Other models as low as only \$169.90.

Magnavox High Fidelity—The only FM-AM radio-phono with 25 watt dual-channel amplifier, 15" bass and treble exponential horn speakers. Precision changer with Diamond Pickup. Select from a variety of styles in fine woods. *The Continental*, in mahogany, \$389.50.



Magnavox—the finest in television—brings you the "lost dimension" of today's programs that multiplies your TV enjoyment!

Most television sets now in use are incapable of re-creating the great musical programs of today. Even the dramatic shows lose much of their entertainment value when received over television sets produced in recent years.

Magnavox, makers of the famous High Fidelity radio-phonographs, have incorporated this high fidelity sound equipment in most of their fine television receivers. This brings to life your favorite programs—enables you to enjoy all of television through the

magnificent sound system which matches the finest picture obtainable.

You'll never know how much TV enjoyment you're missing until you've visited your Magnavox dealer. Prove to yourself that Magnavox is the finest . . . and the best buy on *any* basis of comparison. Magnavox is sold direct only to fine stores in your community . . . carefully selected for their integrity and ability to serve you better. Choose from 37 beautiful styles, in all price ranges.

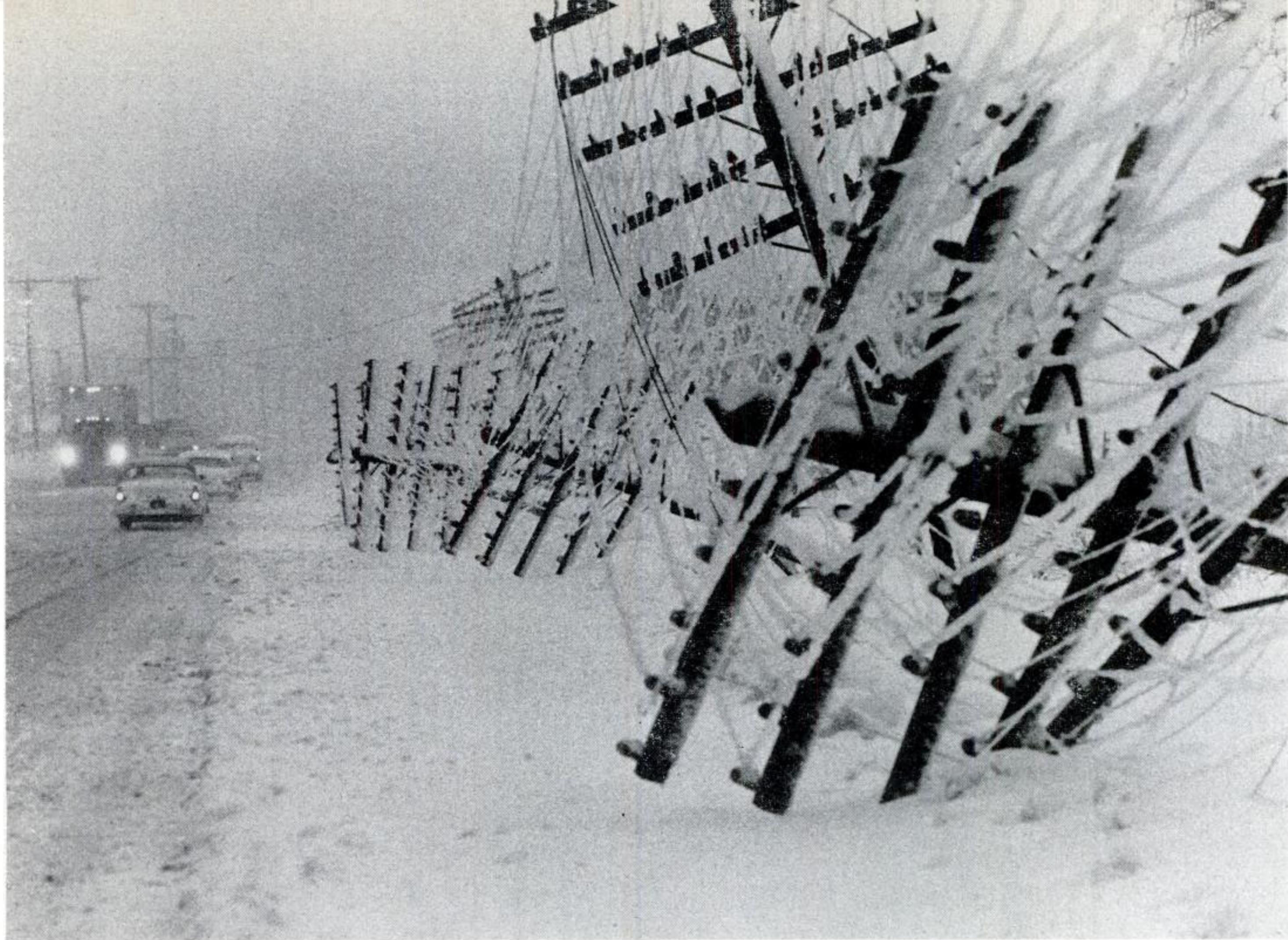
magnificent Magnavox

high fidelity television • radio-phonographs
Precision electronics for industry and our Government

THE MAGNAVOX COMPANY • FORT WAYNE, INDIANA

Prices and specifications subject to change without notice

Copyrighted material



SNOW-THICKENED POWER LINES AND TOPPLED POLES LINE U.S. ROUTE 1 WEST OF TRENTON, N.J. THE STORM CUT POWER TO 30,000 HOMES IN THE AREA

ENTER SPRING, WELL DISGUISED

Winter's last fling hits the battered east with crippling snow

The storm-battered east, which already had a bellyful of winter, got clobbered again last week. The peak of the storm hit on the very day spring was officially a-coming in, and in New Jersey and Pennsylvania the first crocus blossoms were buried beneath three feet of snow. Washington, awaiting cherry blossom time, had 15 inches of snow.

Falling in temperatures that hovered around freezing, the new snow was extremely wet and

heavy. Its weight dragged down miles of telephone and power wires (*above*), leaving some 1.5 million homes, offices and factories in eight states without power for long periods and necessitating some ingenious countermeasures (*right*). The storm's human toll was high—an estimated 53 were dead. In addition, thousands of travelers were snowbound, including the 800 motorists who spent a memorable day jammed in a roadside restaurant (*next page*).



OFF-SEASON BARBECUE solves problem of no power for the Robert Drysdales of Riverside, R.I.

← EXPECTANT MOTHER Mrs. Jennie Trout (*third from left*) wades to helicopter at Kulptown, Pa.



CROWDED RESTAURANT where the 800 travelers waited stands surrounded by stalled cars and trucks from the snow-choked Pennsylvania Turnpike (right).

Enter Spring CONTINUED



DUMPED ON A DRIFT near restaurant, a station wagon perches atop four-foot-deep snow. It is being lifted across the center aisle to the cleared westbound lane.

SNOWBOUND IN A WAYSIDE INN

Along the Pennsylvania Turnpike near Morgantown, as the snow stalled hundreds of cars, travelers began struggling toward the nearest shelter, a Howard Johnson restaurant. Normally it accommodates 100 patrons. But as the snow kept up, 800 men, women and children jammed inside.

The power went off and with it the heat. Soon the restaurant's kitchen ran out of everything but soup. Fortunately among the stranded were three doctors who tended a dozen sick people and helped keep down the tension. Truckdrivers broke out their cargoes which included milk and blankets. Helicopters flew in emergency rations. Finally, after 24 uncomfortable hours, plows came through the 42-inch snow to end the ordeal.

THEIR LONG VIGIL NOW NEARLY OVER, THE STRANDED TRAVELERS WAIT AROUND THE TURNPIKE RESTAURANT AS THE FIRST PLOWS BREAK THROUGH OUTSIDE



Every drink
it touches
turns to
gold



Artistry in Gold . . . circa 1680. Cup created by Andreas Muller of Freiburg, courtesy J. J. Klejman.

So extra dry...it's golden

This gin is "one of a kind". The golden touch is Nature's own stamp of greatness. It signifies exquisite mellowness—absolute dryness. All the wealth of the Medicis couldn't buy more magnificent martinis than can be yours tonight. Yet it costs *you* but *pennies* more to...

Say Seagram's and be Sure

Seagram's Golden Gin the world's Perfect Gin



SEAGRAM'S GOLDEN GIN MAY ALSO BE OBTAINED IN CANADA • SEAGRAM-DISTILLERS COMPANY, N. Y. C. 90 PROOF, DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN



NEW SOVIET AMBASSADOR TO U.S., MIKHAIL MENSHIKOV, AND WIFE PERMIT RARE FORMAL PORTRAIT IN THE RICHLY DECORATED EMBASSY IN WASHINGTON

PAIR OF SOVIET CHARMERS ON U.S. SCENE

Making the rounds, 'Smiling Mike,' the ambassador, and his wife personify Moscow's newest friendly pitch

For the last several weeks the elegant couple above has turned in one of the most dazzling diplomatic performances that the U.S. has seen in a long time. Mikhail Menshikov, 55, new Soviet ambassador to Washington, and his wife Evgenia are startling departures from the dour, withdrawn Russian representatives of the recent past. From the moment they stepped off their Soviet TU-104 jet transport in early February, the fashionably attired, faultlessly mannered Menshikovs have been skillfully, smilingly personifying Moscow's current pitch for friendly coexistence.

The Menshikovs have been methodical about their work. They recently

spent three busy days in New York, trouping the cultural circuit (p. 49) to underline Moscow's current interest in cultural exchange. In Washington, Menshikov, a trade expert who was ambassador to India and speaks good English, has been on a glad-handing tour of officials (p. 50) whose favorable word might push the improvement of U.S.-U.S.S.R. business relations that the Kremlin craves. And the Menshikovs have been in buoyant evidence on the Washington social circuit, probably trying to lessen the capital's reservations about a summit meeting. One concrete result has been to give the ambassador a nickname: "Smiling Mike."

CONTINUED

Copyrighted material.

Reddi-Wip is the easy, modern way
to serve real whipped cream. It whips
at finger's touch, to a fluffy
lightness. It's flavored right and
always ready. You add a party sparkle
to all desserts with Reddi-Wip...

Extra goodness too, because

*it's real
whipped
cream*

*light
right
ready*



NEW WHEATIES OUTDOOR LIVING SWEEPSTAKES

WIN EVERY PRIZE IN THIS PICTURE!



2,350 prizes worth over \$100,000

No jingles to write... no boxtops to mail!

Get in on the celebration of the birth of a wonderful new Wheaties! All you do is write your name and address and mail in accordance with the easy Sweepstakes rules. For Sweepstakes rules see the specially marked New Wheaties "Sweepstakes" packages in your store, or write to General Mills, Inc., Dept. 185, 623 Marquette Avenue, Minneapolis 2, Minnesota.

Four Great Weekly Drawings

Each week New Wheaties is giving away 306 Prizes!

1st PRIZE—16-Ft. Glasspar Del Mar Cabin Cruiser with Johnson Super Sea-Horse V-50 Outboard Motor.

5 2nd PRIZES—Aircap Master-Ride Power Mower.

50 3rd PRIZES—Coleman Pak-Table with 4 folding chairs.

50 4th PRIZES—Cronco Port-O-Rator Cooler.

100 5th PRIZES—Sportcraft Official Badminton Set.

100 6th PRIZES—Full case of Hormel Dairy Brand Franks.

Weekly Drawings Will Be Held On

APRIL 21 • APRIL 28 • MAY 5 • MAY 12

After each drawing, all entries are saved and added to the following week's entries. Thus, every entry you send in has a chance to win a wonderful prize in any or all of the remaining weekly drawings! In addition, all entries received by 8 A.M. May 19, 1958, are eligible for the mammoth Grand Prize Drawing! So enter early and often! Subject to Federal, State and local laws.

NEW WHEATIES takes your taste outdoors Take the "ho-hum" out of breakfast. Try the new taste that shows you how good whole wheat can really be. Big, golden flakes, radiant-crisped clean through to stay crackling crisp in milk. Chock-full of the food value whole wheat's famous for. Your family would enjoy the New Wheaties tomorrow morning!

LOOK FOR THIS
SPECIAL SWEEPSTAKES
PACKAGE!



GIANT GRAND PRIZE DRAWING ON MAY 19, 1958

All entries received by 8 A.M. on May 19, 1958, are eligible for:

1st Grand Prize — \$10,000 IN CASH!

Plus one each of every other prize in the Sweepstakes!

- 16-Ft. Glasspar Del Mar Cabin Cruiser with Johnson Super Sea-Horse V-50 Outboard Motor.
- Aircap Master-Ride Power Mower.
- 5½ H.P. Johnson Sea-Horse Outboard Motor.
- Boy's or Girl's Roadmaster Jet Pilot Bicycles.
- Coleman Pak-Table with 4 folding chairs.
- Wilson, Patty Berg, or Sam Snead Golf Club Set.
- South Bend Spin Cast® Rod, Reel and Line Set.
- 8-Ft. Doughboy Splasher Pool.
- Cronco Port-O-Rator Cooler.
- Royal Chef Charcoal Brazier.
- Sportcraft Official Badminton Set.
- Full case of Hormel Dairy Brand Franks.
- Year's Supply of New Radiant-Crisp Wheaties (120 12-oz. packages).

Plus Year's Supply of Hormel Prime Choice Steaks—(Choice of a deluxe gift box of 8 New York Cut or 12 Tenderloins each week for 52 weeks).

1125 Other Grand Prizes!

75 2nd PRIZES—Johnson Sea-Horse 5½ H.P. Outboard Motors.

100 3rd PRIZES—Wilson Golf Club Sets (3 woods, 5 irons, your choice of Patty Berg or Sam Snead Models).

100 4th PRIZES—Roadmaster Jet Pilot Bicycles (Your choice of boy's or girl's model).

200 5th PRIZES—8-Ft. Doughboy Splasher Pools.

400 6th PRIZES—South Bend Spin Cast® Rod, Reel and Line Sets.

200 7th PRIZES—Royal Chef Charcoal Braziers.

50 8th PRIZES—Year's Supply of New Radiant-Crisp Wheaties (120 12-oz. packages).

NEW "Breakfast of Champions"



GRACEFUL SPEECH is made by Menshikov to Philadelphia Orchestra before concert in New York's Carnegie Hall. Symphony will tour Russia in May.

SOCIAL EASE is shown by Menshikov (*below*), chatting at concert with Mrs. Robert Dowling whose financier husband aids East-West culture exchange.



MAKING SIGNS, Mrs. Menshikov supplements her halting English during tour of The Cloisters museum in New York. The ambassador is behind her.



SMARTLY DRESSED, Mrs. Menshikov arrives at New York's Gracie Mansion to meet with Mayor and Mrs. Wagner. She brought her clothes from Moscow.



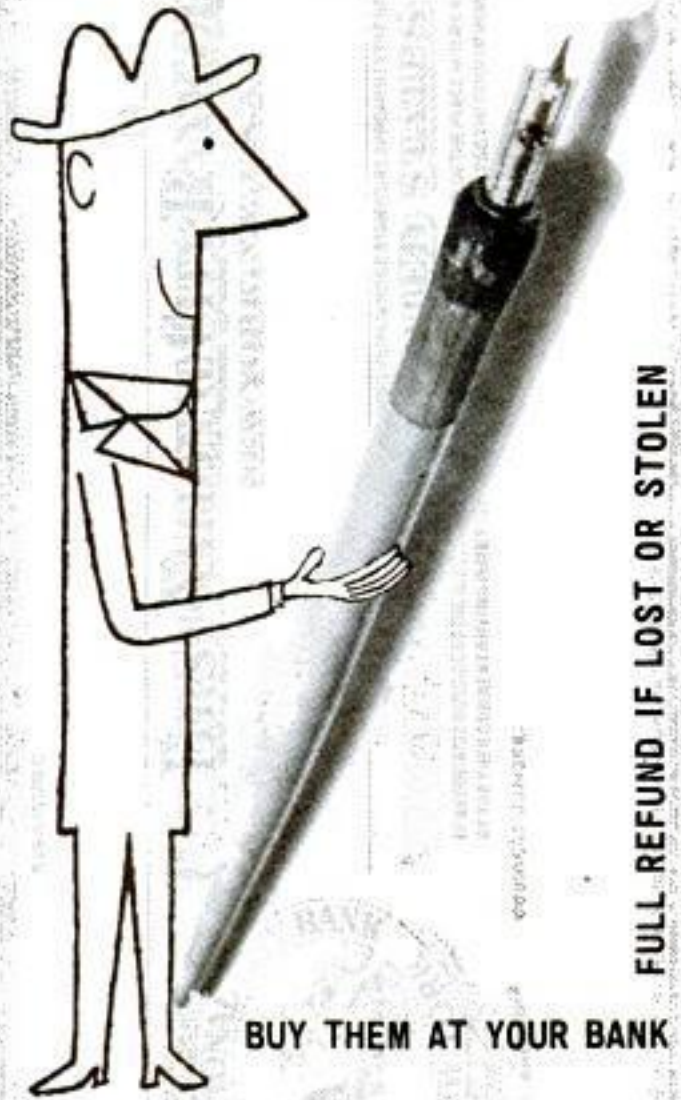
SMELLING FLOWERS, Mrs. Menshikov sniffs a calla lily at a show in New York's Coliseum. Her husband likes to talk about the woods at home.

GETTING TO KNOW SOME U.S. CABINET MEMBERS

FIRST NATIONAL CITY BANK
**TRAVELERS
CHECKS**

**THE WRITE WAY
TO CARRY MONEY**

YOUR SIGNATURE IS YOUR SAFEGUARD



FULL REFUND IF LOST OR STOLEN

BUY THEM AT YOUR BANK

GOOD AS CASH ANYWHERE, ANYTIME

BACKED BY THE FIRST NATIONAL CITY BANK OF NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Feet Sore, Tired Hot or Perspire?

You Need Dr. Scholl's Foot Powder

This soothing, cooling, refreshing powder speedily relieves sore, tired, hot, tender, perspiring, odorous feet...eases new or tight shoes... helps prevent Athlete's Foot.

15¢, 40¢, Large Economy Size 75¢. At Drug, Shoe, Dept., 5-10¢ Stores.



**Dr. Scholl's
FOOT POWDER**

WHO'S WHO IN LADIES' SHIRTS

When Colgate wanted a leading brand in ladies' shirts to test and approve New **FAB**... they naturally sought out Monocle! Yes, Monocle Shirts are not only famous for quality and fashion but for washability as well... and tests proved that Monocle Shirts wash best in New **FAB** with Duratex. Look for Monocle Shirts at fine stores everywhere.

Monocle

Monocle Inc. 1407 Broadway, N. Y.
See Page 39 for exciting news



WITH BENSON, Menshikov examines tractor model. He told Agriculture Secretary he was born on a Russian farm.



WITH SEATON, Menshikov smiles at Democratic donkey a friend added to Interior Secretary's G.O.P. elephants.

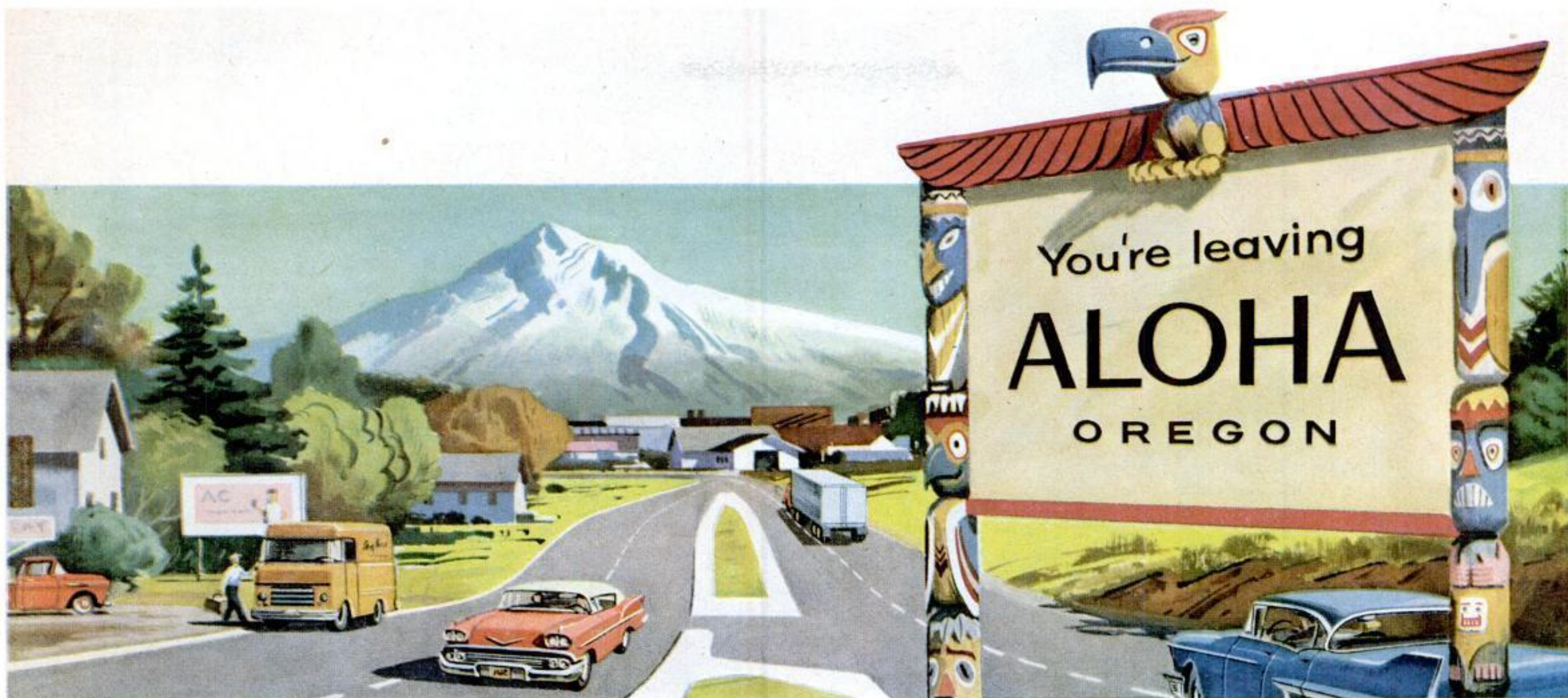


WITH ROGERS, Menshikov discovered that both he and the U.S. attorney general have three sons, one daughter.

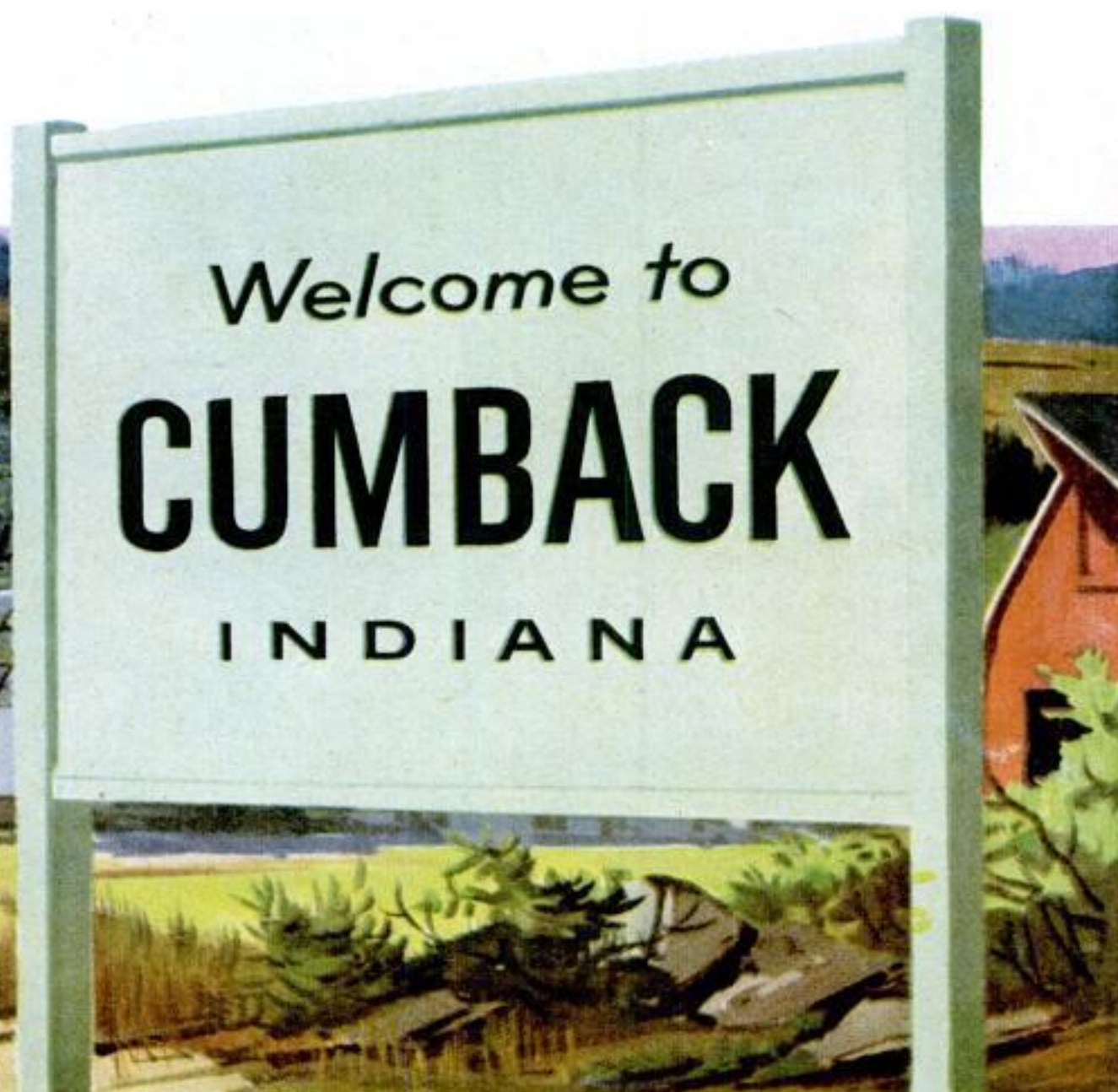


WITH WEEKS, the Secretary of Commerce, Menshikov encounters a fellow specialist in his own field of trade.

CONTINUED



FROM **Aloha to Cumback**
2,381 MILES—\$1.19



For less than 1/20th of a cent a mile, a new AC Oil Filter keeps oil clean, protects your engine!



CHANGE OIL AND FILTER, TOO!

You are destined to drive over four times the distance from Aloha to Cumback—a total of 10,000 miles—during the next year, if you're an average driver. The engine of your car will be subjected to all driving, weather, terrain and traffic conditions. Any or all of these can affect its performance and efficiency.

The parts of your engine are precisely machined to close tolerances. That's why it's so important to give them the low-cost added protection of a new AC Oil Filter every 5,000 miles. An AC Oil Filter cleans all of the oil in the engine every 30 seconds at normal speeds—protects the precision parts from possible damage by dirt, dust, grit and bits of metal as small as 1/100,000 of an inch.

So, the next time you change the oil in your engine—change to a new AC Oil Filter, too! Your nearby AC Dealer will tell you how little it costs.

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

Watch Walt Disney Studios' ZORRO every week on ABC-TV



Here's the skyliner that'll bring the jet age to you.

Pictured above is the first jetliner off an American production line . . . the Boeing 707. Its initial flight, made last December 20, followed more than three and a half years of test-flying by the famous 707 prototype. After airline crew training and route familiarization, sleek, swept-wing Boeings will, early next year, begin carrying you across continents and seas, at twice the speed of conventional airliners. When you board the 707—or its shorter-range sister

ship, the 720—you'll enjoy an exhilarating *new* experience. For jet-age flight is incomparably smoother than any you've known before, and so swift you'll cruise coast to coast in just over four hours, or span the ocean from New York to Europe in slightly over six! You'll relax in a spacious cabin, luxuriously free of engine and propeller vibration. You will, moreover, be flying in the most thoroughly flight-tested aircraft ever to enter commercial service.

These airlines already have ordered models of the Boeing family of jetliners:

AIR FRANCE • AIR-INDIA INTERNATIONAL • AMERICAN AIRLINES
BRANIFF INTERNATIONAL AIRWAYS • BRITISH OVERSEAS
AIRWAYS CORPORATION • CONTINENTAL AIR LINES
CUBANA DE AVIACION • LUFTHANSA GERMAN AIRLINES
PAN AMERICAN WORLD AIRWAYS • QANTAS EMPIRE AIRWAYS
SABENA BELGIAN WORLD AIRLINES • TRANS WORLD AIRLINES
UNITED AIR LINES • VARIG AIRLINES OF BRAZIL

BOEING 707 and 720

GETTING AROUND IN NEW YORK



AT "MY FAIR LADY" the Menshikovs wait for embassy Cadillac after show. The ambassador remarked that Shaw's *Pygmalion* was popular in U.S.S.R.



IN CENTRAL PARK Menshikov pauses during a morning walk with his private secretary, Anatoli Myshkov, to look at pigeons and a New York toddler.



AT GRACIE MANSION the Menshikovs say goodbye to Mayor Wagner after courtesy call during which they drank sherry. Triborough Bridge is at rear.

For most every kind of pain or ache, BAYER is what millions take—because

BAYER Brings Fastest Relief

*... the fastest, most gentle
to the stomach relief you can get!*

"I use it for
HEADACHE

*Bayer makes it go—
in a hurry!"*



"I use it for
SORE THROAT
due to a cold!"



Men who KNOW medicine say: "Take Aspirin!".... Doctors and public health officials are men who *know* medicine—men who *know* what's best for pain relief. And for headache, backache, muscular pains and fever from a cold, these men who *know* medicine say the thing to take is *aspirin*. And the *best* aspirin the world has ever known is *Bayer Aspirin*!

Why BAYER makes you feel better fast!.... Unlike pain-relieving tablets which delay relief because they enter your stomach *whole*, a Bayer tablet disintegrates into soft, tiny flakes *on its way* to your stomach. Therefore, it's ready to go to work *instantly*—without delay—to bring the fastest, most gentle to the stomach relief you can get!



FEEL BETTER FAST—with BAYER®ASPIRIN

BOOKS



AT BAR IN ISHPEMING, HIS HOME TOWN, JOHN VOELKER SWAPS JOKES WITH KENNETH ANDERSON, LUMBERJACK, AND GORDON ANDERSON, TRUCKDRIVER

BEST-SELLER FROM THE BENCH



Judge's book recalls his own bailiwick

Number 1 fiction best-seller these days is a suspense novel called *Anatomy of a Murder* (St. Martin's Press) by Robert Traver. It tells of a smart lawyer in Michigan's rugged Upper Peninsula who gets a murderer acquitted by "prosecuting" the dead victim. As a book, however, *Anatomy* is less remarkable than its author. "Robert Traver" is in reality Michigan Supreme Court Justice John Donaldson Voelker, a craggy lawyer of 54 who has spent most of his life among the loggers, miners and fishermen he writes about. Like *Anatomy's* hero, Voelker was for years a county district attorney, is an immensely popular politician who loves to stop for a beer and a yarn with friends. He sees nothing in this that is unbecoming to a judge. "After all," he says proudly, "my father ran the longest bar on the whole Upper Peninsula and my grandfather built three breweries."

AS SUPREME COURT JUDGE Voelker has a reputation for well-written opinions. He was appointed by Governor Williams in 1956, elected in 1957.

Enter Puss 'n Boots fun-filled \$25,000.00 contest today



Just help
Puss 'n Boots write
a title for this picture



Easy to enter

Just write your title for the above cat portrait by Walter Chandoha, world's most famous cat photographer. Use the entry blank below or one you get at your favorite grocery store. Here are the easy rules.

1. Your suggested title must contain more than one word and at least one of the underlined words from the box headed, "Words that will help you win".
2. Mail your entry along with 3 Puss 'n Boots labels to: Write the Title, Box L, Chicago 77, Illinois.
3. Enter as many times as you wish, but each entry must be accompanied by 3 Puss 'n Boots labels.
4. All entries will be judged on the basis of originality, sincerity, and aptness of thought by independent contest judges, whose decisions will be final. In case of ties, duplicate prizes will be awarded.
5. Entries must be postmarked no later than midnight June 16, 1958 and received no later than June 30, 1958. All winners will be notified by mail promptly upon completion of judging. Complete list of winners will be on file at the Quaker Oats Company, Chicago, Illinois.

6. This contest is open to all persons living in Continental United States and Hawaii except employees and their families of The Quaker Oats Company, its advertising agencies and the contest judging organization.
7. All entries become the property of The Quaker Oats Company. Entries may be used by The Quaker Oats Company in any manner. No entries will be returned.
8. All entries must be the original work of the contestant and entered in his or her own name. Contest is subject to federal, state and local regulations.

Fun to do! You and your whole family can enter this contest. Simply write the title you think best fits the picture. Be sure it includes at least one underlined word from the "Words that will help you win" box. For example, you might suggest: Puss 'n Boots ... for a picture of health! "The ideal diet—all cats should try it!" "For all good cats ... a heavenly dish, vitamins, cereals, and fresh-caught fish."

Good Nutrition Shows

See amazing results! Pick up a supply of Puss 'n Boots. Feed regularly. In just three weeks or less, you'll be amazed at the improvement in your cat from this nourishing, scientifically formulated diet.

WORDS THAT WILL HELP YOU WIN

1. Kittens enjoy rapid growth from Puss 'n Boots proteins.
2. Vitamin B₁ in Puss 'n Boots means better appetite for cats.
3. Puss 'n Boots calcium means better teeth for cats.
4. Puss 'n Boots is made from fresh-caught whole fish, a natural cat food.
5. Vitamins and minerals in Puss 'n Boots diet mean glossier fur.
6. All round Puss 'n Boots nutrition means lively energy.
7. Puss 'n Boots balanced nourishment means even disposition.

PUSS 'n BOOTS

Quality makes it America's largest-selling cat food

You can share in \$25,000.00 worth of easy-to-win prizes!

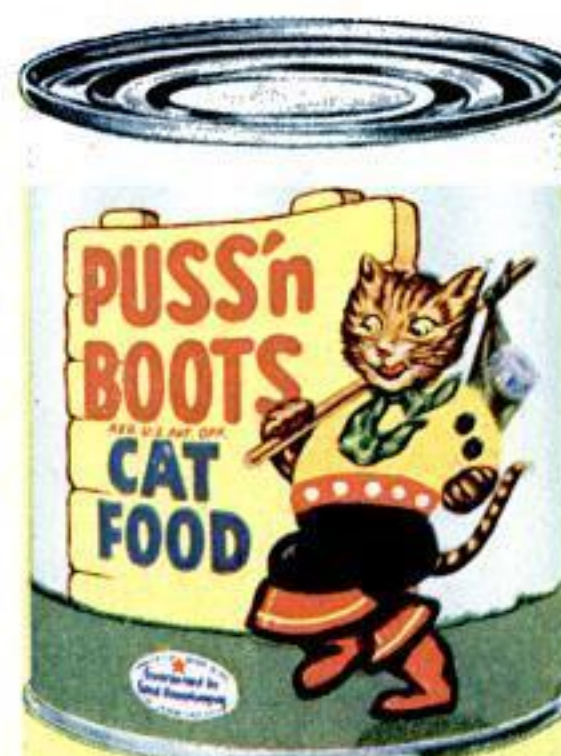


GRAND PRIZE:
1958 Corvette Sportscar
—or \$5,000.00 in Cash



SECOND PRIZE:
\$2,000.00 Mink Stole
from Saks 5th Avenue

- 5 THIRD PRIZES:** Magnavox-Continental 295 Hi-Fi Record Player
10 FOURTH PRIZES: 12-place settings of Heirloom Sterling Silverware by Oneida Silversmith
10 FIFTH PRIZES: G. E. Portable TV Set
20 SIXTH PRIZES: Sunbeam Starter Set (Toaster, Electric Frying Pan, Automatic Percolator, Mixmaster)
20 SEVENTH PRIZES: Columbia "English-Type" Bikes—boys' and girls'
30 EIGHTH PRIZES: Men's or Women's 17-jewel watches by Cimier
40 NINTH PRIZES: RCA Clock Radio
NEXT FIFTY PRIZES: A year's supply of Puss 'n Boots Cat Food



Packed in 8 oz.
and 15 oz. sizes

WRITE THE TITLE

BOX L, CHICAGO 77, ILLINOIS

Enclosed are 3 Puss 'n Boots labels. Here is my title for the Puss 'n Boots "Write the Title" Contest:

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

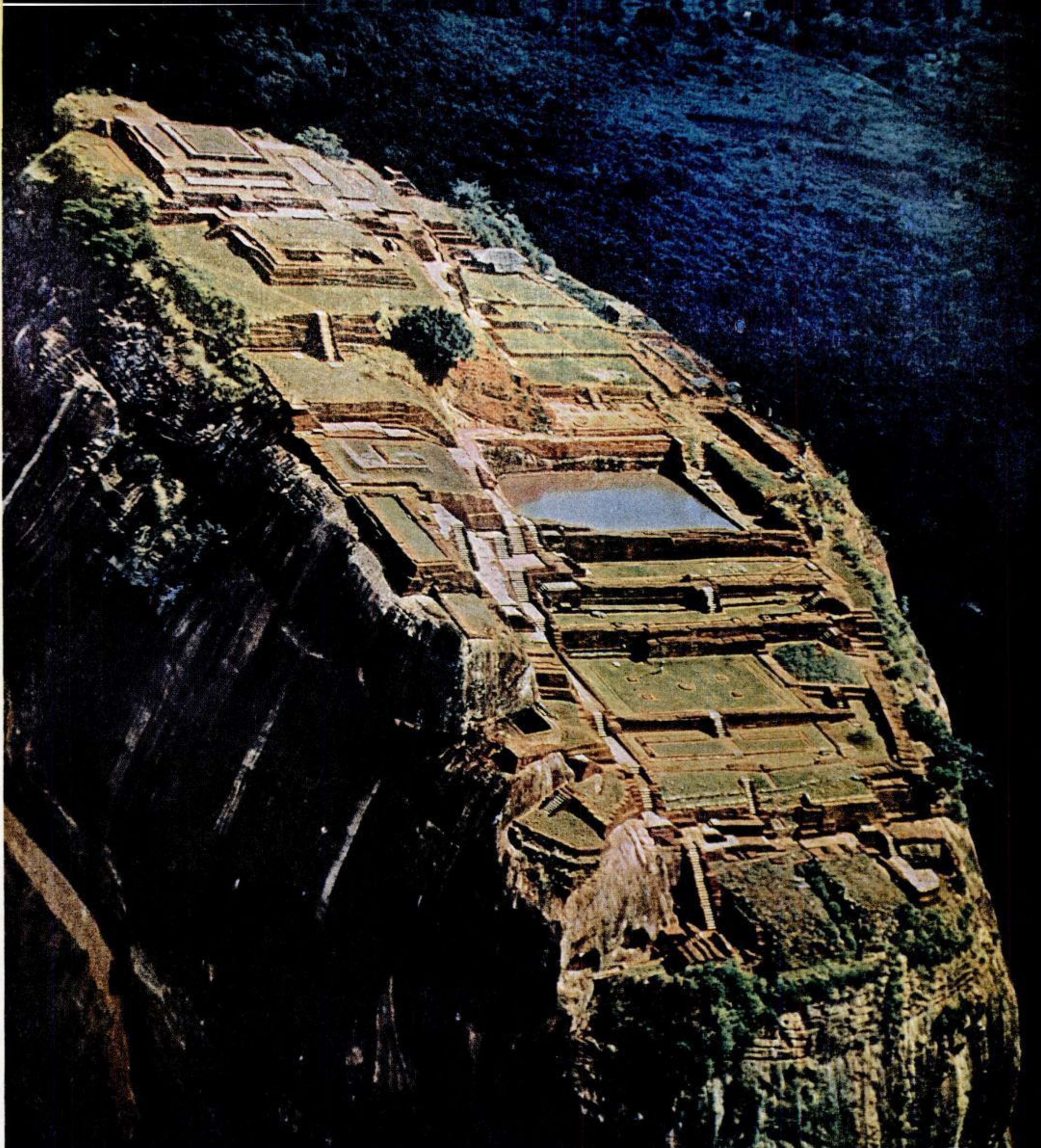


*to Smith-Corona
with love—
best friend a busy
girl ever had
Natalie Wood*

See the Smith-Corona—the world's first and fastest portable typewriter at your dealer's. And have him also show you the world's first Electric Portable, a new Smith-Corona exclusive!

Smith-Corona

See NATALIE WOOD, co-starring in MARJORIE MORNINGSTAR, presented by Warner Bros.



THE 1,480-YEAR-OLD FORTRESS OF SIGIRIYA IS 400-FOOT ROCK WHOSE CREST IS PAVED WITH PALACES AND PLEASURE GARDENS GONE TO RUIN

PARADISE OF PARADOX

Ceylon, rich in nature and legend, is also rich in contradictions

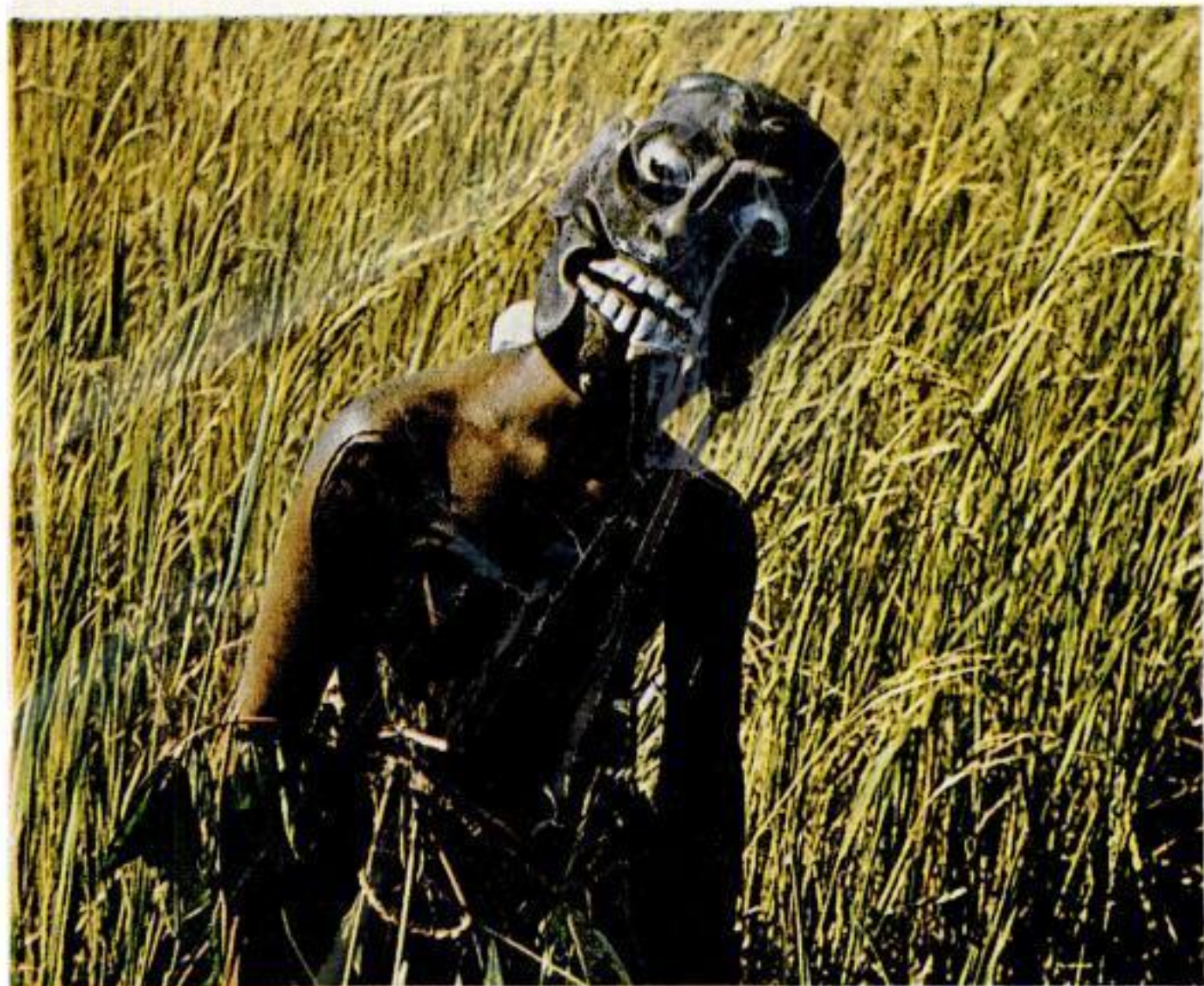
Deep in the Indian Ocean, dangling from the tip of India, lies the island of Ceylon. Here is one of the world's most spectacularly lush places—lush in natural beauty, in historical splendors, in picturesque legend and, most of all, in odd paradox. The bizarre rock fortress above illustrates one paradox. In this amiable clime, inhabited for 2,200 years by a people devout in the gentle tenets of Buddhism, the fortress of Sigiriya was built by King Kasyapa as a place to hide from vengeance after he savagely slew his father in 477 A.D.

Some of the myriad other paradoxes in Ceylon are seen in this brilliant portfolio of photographs. Buddhism abjures demonology but the people of Ceylon, most of whom are Buddhist Sinhalese, believe in devils. In Ceylon elephants do the work and horses live in zoos. More than 1,800 years ago Ceylon enjoyed the bountiful fruits of one of the world's most intricate irrigation systems, but in this modern day little use is made of that now-ruined wonder. And, though fruitful Ceylon produces much of the world's fine tea, it cannot feed itself.

Photographed for LIFE by DMITRI KESSEL

CONTINUED





TOOTHY DEMON cocks a hideous grin from a field. Beneath the mask is an ambitious lad out to make money as an entertainer. Though devils are real to Singhalese, aping them is often thought comical.

A Land of Frisky Fiends

Nearly everyone in Ceylon lives in two worlds, the real one and another of make-believe in which he believes firmly. This second world is peopled by demons whom the people blame for all mundane misfortunes. Devil dancing, exorcism of evil spirits, derives from these fables. So does most of Ceylon's dance and drama even when, as above and left, it is only done in fun. The great exception from this mythical source is the superbly controlled violence of the Kandyan dance (*right*) which is, however, like nearly all other Ceylon dances in that traditionally it employs all male performers.



KANDY DANCERS, costumed in beaten silver, enact stylized art in court of Kandy's Temple of the Tooth. Though this dance has little religious meaning, Buddhists sponsor it to enliven religious show.

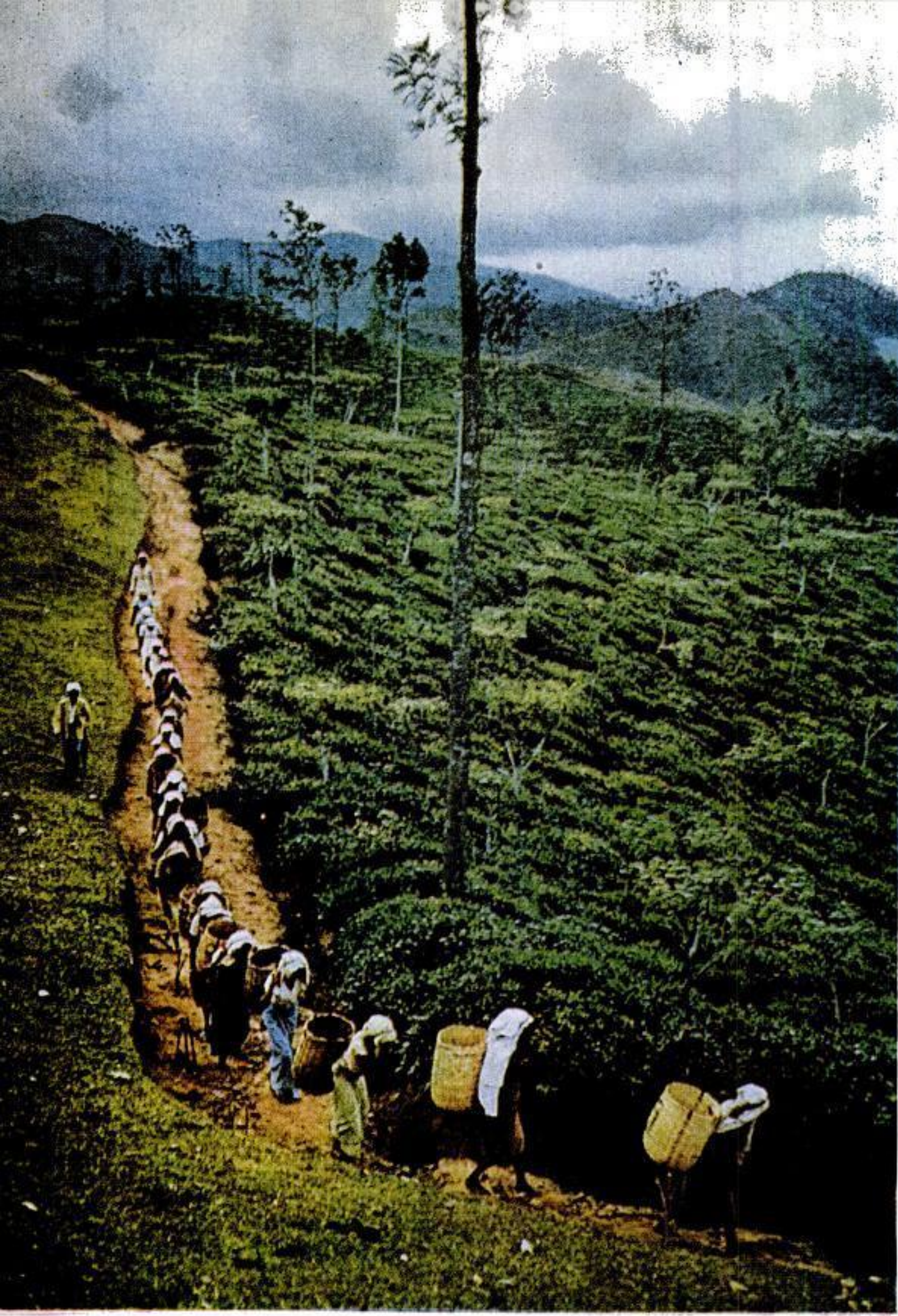


IN FULL LEAF a man trots along a road looking for work. He is a professional practitioner of folk art called Kolan whose only reason for feathering himself with foliage is to make people laugh.

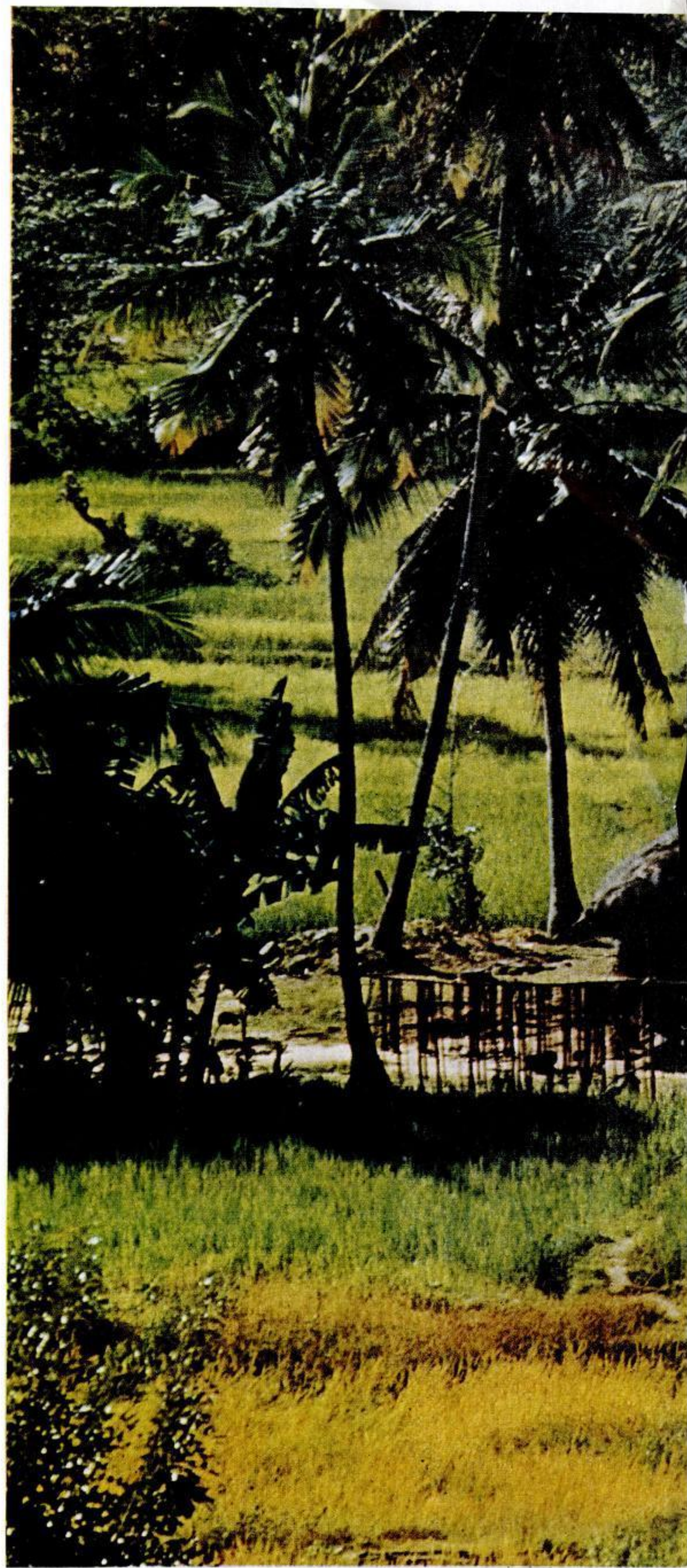
DEVIL DEFIERS, these torchlit dancers prance in a drama satirizing demons. Masks like Maru (Death) at center and Naga (Snake) at right are also used in medicinal dance to expel demons from the sick.

CONTINUED

Toilers in the Tea Gardens



TEA PICKERS, bearing their deep baskets, march in file to work at the dark green bushes. Periodically they pick the "flush," tender new shoots, 3,000 of which go to make one pound of cured tea.



CEYLONESE SHOWERS, in semi-undress, are informal and frequent. This may be because the people are used to much water, having many artificial lakes remaining from the ancient irrigation system.



and a Graceful Tree That Has Everything



LUXURIANT FARM and the farmer's thatched house are overhung by coconut palms. Island also grows rice, rubber and spices, but palms like these, which a sage described as "like a virtuous and generous

man erect before the Lord," are all-round providers. From nuts, trunk and leaves come food, drink, medicines, pickles, candy, oil, soap, tooth powder, cordage, roofing, fuel, timber and hard liquor.

CONTINUED

CEYLON CONTINUED

An Overworked Behemoth and a Godly Image



on a Colossal Scale



GAUTAMA, founder of Buddhism, is honored by many images in Ceylon. This one, carved 46 feet long in granite cliff at Polonnaruwa, a former capital, shows him dead and in nirvana, mourned by disciple.

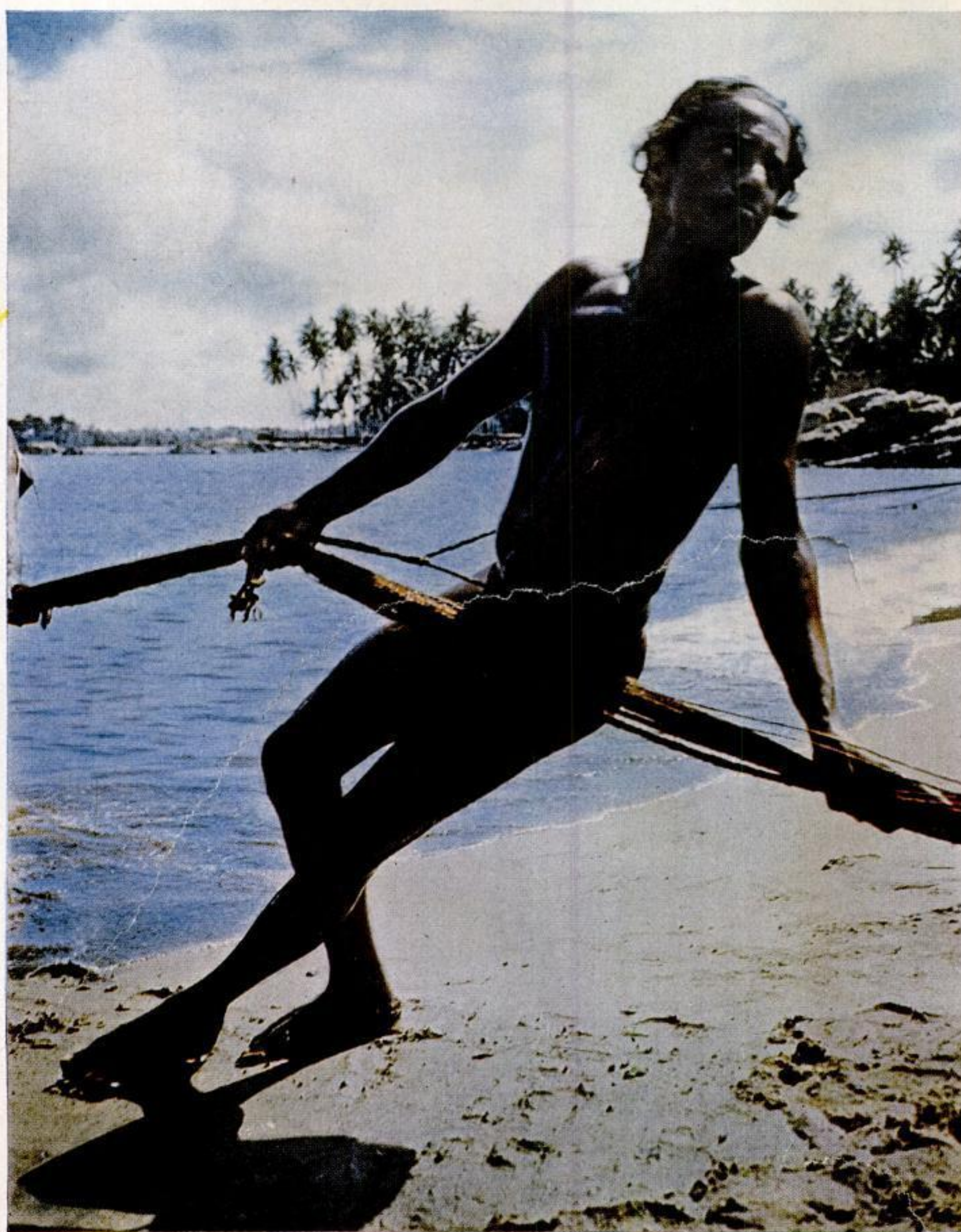
THE ELEPHANT is Ceylon's work animal, but long hours of labor make it sulky. This one, its nose rubicund from too much scrubbing, is enjoying elephants' fringe benefit, bath to lift its spirits.

CONTINUED



SALT WORKERS, barefooted and barehanded in the stinging brine, scrape up crystals in an evaporating pond.

NET PULLER, one of a team, lays weight and muscle into ropes bringing in from sea a seine heavy with burden of fish.



Primitive Labors

A matter which plagues Ceylon's economic progress, but helps keep it colorful, is that modern ways of doing things have trouble catching on. This is especially true in the pursuits of harvesting the sea which, nowhere more than 70 miles from any point on Ceylon, deeply affects the lives of its nine million people.

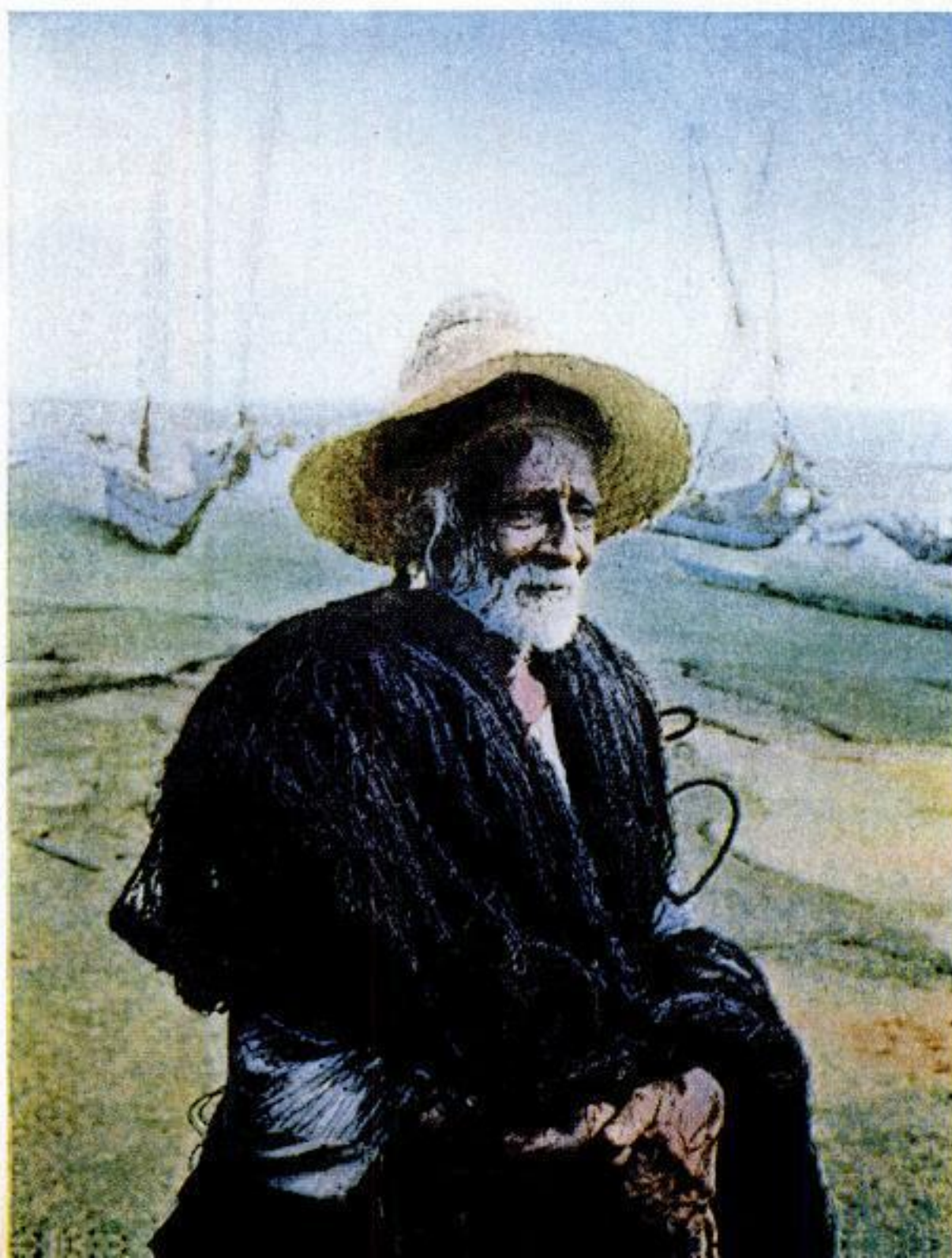
Salt from the sea has always been an important domestic industry. In the days of Dutch colonialism—the Portuguese came first to the island in 1505, the Dutch in 1636, the British in 1795—salt was used as a weapon of war by being withheld from the stoutly independent upland Kandyan kings. Death was the penalty for bootlegging it. Even today the salterns, shallow



of Salt and Sail

coastal pans where seawater is dammed and left to evaporate, are largely worked by hand and without machinery.

Ceylon's waters teem with fish, but the fishermen are poorly paid, proverbially in debt and low on the social scale. Despite these handicaps they seem to be carefree and courageous men who venture far in their graceful craft, fishing with lines and hooks or setting great nets which then are landed by teams of men ashore, dragging in the catch as though in a tug of war. But, partly because the fishermen too frequently work only one day in four and because modern refrigeration does not exist, the abundantly endowed island must still import three quarters of the fish it consumes.



BEACHED outriggers still spread the billowing, baglike sails to dry. To

land these dainty boats, fishermen drive them full sail through the breakers and onto the sand.

Such slender craft go into deep water for catches as formidable as sharks.

ANCIENT fisherman, grown gray and gnarled in following the sea, ends his day. Weary from his toil upon the water, he trudges toward his village, draped in carefully coiled net which is the valued tool and the symbol of his livelihood.

CONTINUED



STILT FISHERS of Weligama on Ceylon's south coast plant poles deep in the sand while the tide is out. Then they fix foot bars just high enough to clear the expected incoming tide. There



they perch in the sunset, while the waters surge higher toward their feet, casting with baited hooks to pull from the surf a meager meal of little fish, some no larger than sardines.



BUYING A NEW APPLIANCE, REMODELING, BUILDING, PLANNING FOR TOMORROW? **LOOK FOR**

In your kitchen, in your laundry area—and in your living-room, too—Hotpoint can make every day of living easier and happier. For the finest in quality appliances, for ultramodern built-ins, for the best in television enjoyment, it pays you in lasting satisfaction to Look for that Hotpoint Difference

Hotpoint

HOTPOINT CO. (A Division of General Electric Company), Chicago 44



Copyrighted material



THAT HOTPOINT DIFFERENCE

REFRIGERATORS . . . be sure you look at the new 12-cubic-foot two-door that stores more foods of *all* kinds, fresh and frozen, than any other major brand of comparable size. See the exclusive Roll-It-Out feature, too.

ELECTRIC RANGES . . . see their wide and wonderful new Super Ovens, their automatic pushbutton flavor controls for ovens, broilers, and *top* of the range. Exclusive Thawer Oven for fast-thawing frozen foods.

WONDERINSE WASHERS . . . discover the big difference in the wonderfully softer washes you get, automatically, for all fabrics. See the full-time, built-in lint filter, and all-porcelain finish inside and out.

CLOTHES DRYERS . . . look at the drying flexibility you get with fingertip pushbutton control, precision electric timing—"set it, forget it" drying for all fabrics. No venting needed for sealed-chamber models.

THE "COMBO" . . . the automatic washer that also dries your clothes. Takes the space of one appliance, but does all the work of two. See this fully automatic washer-dryer combination, the new all-in-one home laundry.

DISHWASHERS . . . look at the new Utensil Cycle for hard-to-wash cooking pans . . . at new 2-level washing and rinsing that gives you spotless results. Undercounter models and full-sized convertibles on wheels.

HI-VI TELEVISION . . . see the sleek and slender new profile that takes so little room space, new "Miracle Memory" fine tuning, the brilliant new 110° "Mirrorbeam" picture tube, vivid new 3-speaker Hi-Vi sound.

AIR CONDITIONERS . . . new dimensions in air conditioning for home and office, beautiful new styling to fit every kind of window. Look at the new Power+Plus portables—from carton to cooling in five minutes.

CUSTOMLINE BUILT-INS . . . the ultimate for today's all-electric pushbutton kitchens. Look at your many choices in ovens, surface cooking sections, refrigerators, upright freezers, and dishwashers.

AND SEE your Hotpoint dealer's selection of FOOD FREEZERS, in both chest and upright models, DISPOSALLS®, the electric food-waste disposers, and the new Perma-Seal automatic electric WATER HEATERS.

She uses only GLEEM -the toothpaste for people who can't brush after every meal



JUST ONE BRUSHING
destroys decay- and odor-causing bacteria

PROOF - IN PICTURES



MOUTH BACTERIA,
CHIEF CAUSE
OF DECAY, BUILD UP
OVERNIGHT LIKE THIS



JUST ONE GLEEM
BRUSHING DESTROYS
UP TO 90%
OF THESE BACTERIA

PROOF - IN PERSON



Mouth odor stopped all day! Scientific tests prove that one morning brushing with Gleem destroys odor-causing bacteria so effectively that mouth odor is stopped *all day*, for most people. Means a *sweeter goodnight kiss*.

If you, like this mother, can't brush your teeth after every meal—even though it's best—take a tip from her. She realizes that food combines with mouth bacteria to cause both decay and mouth odor. That's why she makes sure all her family start each day with Gleem—the toothpaste for people who can't brush after every meal. You, too, can depend on Gleem, with exclusive GL-70, to destroy most bacteria with just one brushing. What's more, you'll find Gleem's refreshing flavor makes brushing fun!

Only **GLEEM** has **GL-70** to fight decay and mouth odor



The Shape Chairs Are In

NEW MATERIALS HELP GIVE THEM ODD TWIST

During the past few years technology has teamed with design to produce a trend in furniture based on the convolution, the elongation and the twist. Using new materials and new methods of construction, chairmakers have gone far from the sparse angular designs of much contemporary furniture. Though the resulting look is often bizarre, the chair itself is usually comfortable. In other cases, designers have taken traditional styles (p. 72) and exaggerated them to produce handsome variations.

Most of the innovations shown have come from abroad, but American designers are showing their own interpretations of this trend. Sales have been rising despite the fact that prices are usually high.



SKELETON (above) from Italy has lightweight metal frame strung with transparent nylon cord no heavier than fish line but extremely strong (Bonniers, \$95).



SPIDERWEB (left) from Italy has barely visible nylon cord stretched across back, sides and bottom. Frame is lightweight metal, painted gray (Bonniers, \$225).



SPIDER (above) by American designer George Nelson is formed from laminated birch, shaped while glue between plywood layers is still wet (Herman Miller, \$105).

MOLDED MODEL (right) from England has sides, back and seat made from one piece of beech plywood. Base is angled for stacking (George Tanier, Inc. \$35).



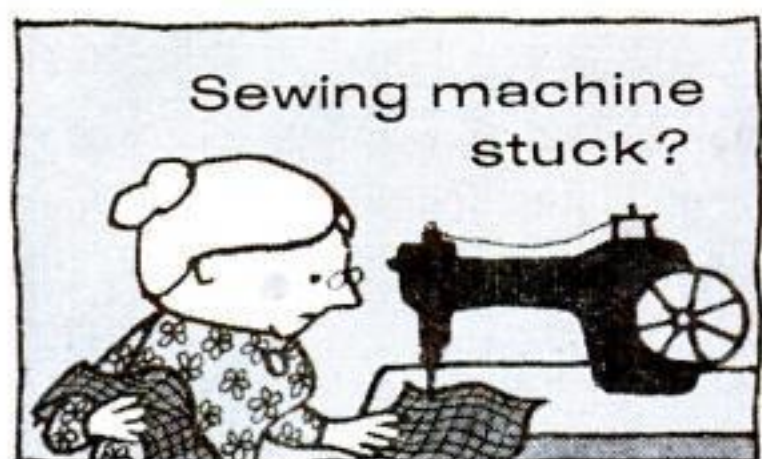
FIX-IT TIPS with "3-in-One" oil



Speed it up with "3-in-ONE" oil. Penetrates, lubricates, prevents rust, too. Keeps all your tools working smoothly.



Free metal drawers fast with "3-in-ONE" oil. Works into hard-to-get-at places. Lubrication lasts months. Clean—not sticky.



Keep it moving with clean-working "3-in-ONE" oil. Doesn't gum up. Perfect for even the most delicate machinery.



Limber it up with "3-in-ONE" on springs, tracks, and rollers. New Oil-Spray can makes it easy to oil hard-to-reach places.

"3-IN-ONE"

is the one oil that does all three:

1. PENETRATES
2. LUBRICATES
3. PREVENTS RUST



New handy spray can for hard-to-get-at places



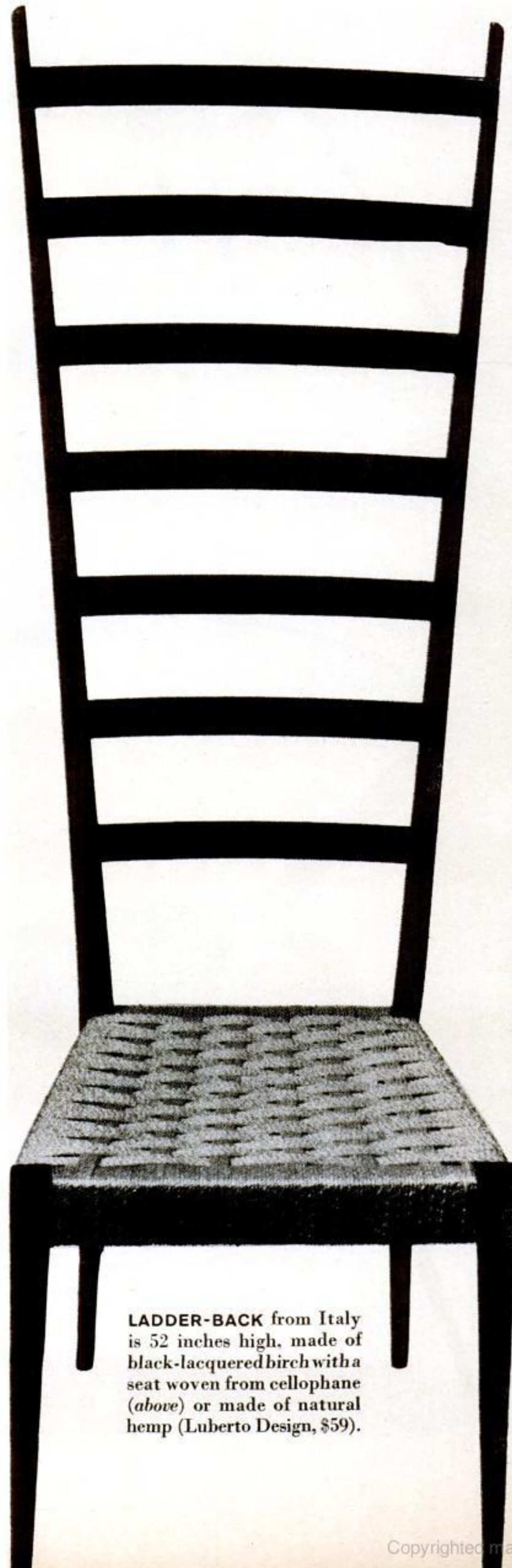
LIGHTWEIGHT (left) from Italy weighs slightly under three pounds, is handmade from bone-colored birch. Its seat is of cane, finely woven (Laverne Imports, \$95).



PEASANT CHAIR (right), adapted from a kind which was used long ago in Spain for potato peeling, has rush seat barely 12 inches above the floor (Brancusi, \$39.50).



SPINDLE-BACK from Italy is also of bone-colored birch with a woven seat. Carving has delicate look, but chair is sturdy enough to tilt back in (Laverne Imports, \$95).



LADDER-BACK from Italy is 52 inches high, made of black-lacquered birch with a seat woven from cellophane (above) or made of natural hemp (Luberto Design, \$59).

SMOKE HOUSE

FINALLY,
A REAL HICKORY-SMOKED
HAM IN
A CAN!



the flavor...the fragrance only smoking gives...

The minute you open the can, your nose will tell you this heart-of-Iowa ham hung for hours over lazy hickory fires. Every tender ounce has that deep, rich, nutlike flavor... every lean slice is mellow with hickory. Which makes it a most unusual ham!

For ordinarily canned hams are *not* smoked, you know. Try Rath's new kind of ham:
an old-time, hickory-smoked ham—in a can. Sizes from 3 to 10 pounds.

Rath

BLACK HAWK SMOKED CANNED HAM



He wrote a song for the home of the brave...

YOU CAN hear it ringing shrill and sweet from classroom windows. Its music flies like a splendid scarf over ships at sea. You rise and stand quietly for it at the ball game, and at the old grandeur the old tingle goes straight up your spine.

Every school child knows the story of how the words were written down by a man named Francis Scott Key during the British bombardment of Fort McHenry in the War of 1812. When the terrible night had ended, Key lifted his eyes to find the flag high over the ramparts in the morning mist. There was a gaping hole shot through one of its stars. But . . . the flag was still there.

Which meant America was still there.

The anthem, through all the years, transcends the man and the battle. It could have been written by a man named Smith at the Argonne. Or a man named Jones at Leyte. Because, in "The Star-Spangled Banner," America found the song that suited herself. The song that *is* herself.

It's a big song, a song that's even hard to sing. But have you ever heard another with such great, unshakable strength? Another that ever sent out such an indomitable thunder of courage?

Each time we hear it, we straighten our shoulders to its ringing reminder that the land we live in, the land we love, is the land of the free and the home of the brave.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



As we look at American history, we find many times when the future seemed bleak and hopeless. George Washington's tired and hungry "army"; the long and bloody years of the Civil War; the shock of Pearl Harbor; the great depressions... all gave the defeatists ample reason for taking a dim view of the future. Looking back, we know how wrong they were.

The John Hancock has faced many of these dark periods in American history. The very nature of our business has always given us a close view of the faith Americans have in the future. That's why it's reassuring to report that our company today has over 20 billion dollars of life insurance in force... more than double the amount in force just 10 years ago.

We have invested our policy owners' funds in hundreds of businesses, in every state in the Union; in home loans and farm loans; in both national and local governments. The money our 10,000,000 policy owners have invested in their own futures is constantly at work building a greater future for all America.

If you are not sharing in this as much as you should be, I'd suggest you talk to one of our John Hancock agents. He has skill, experience, and the most modern, adaptable types of life insurance contracts. Let him show you how your family can have a bigger, happier share in America's bright future.

BYRON K. ELLIOTT
President

★ ★ ★

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

CHAIRS CONTINUED



HOOP CHAIR from Italy has upholstered foam rubber seat suspended from a plywood hoop. Base is lightweight metal with black finish (Laverne Imports, \$160).

PEDESTAL by American Eero Saarinen has a molded plastic-Fiberglas shell on a tapering cast aluminum base. Cushion is foam rubber (Knoll Associates, \$100).



TRIPOD CHAIR of saddle leather slung from bars on a rigid, chrome-plated steel base is 40 inches in width. Leather comes in natural or black finish (Laverne, \$385).

COCONUT by George Nelson has sheet-steel body upholstered inside in plastic and coated on outside with paint. Base is chrome-plated steel (Herman Miller, \$325).



WHO'S WHO IN BOY'S APPAREL

The leader in completely washable and "Wash and Wear" apparel for boys, ELDER MANUFACTURING COMPANY, has produced fine quality shirts, slacks, tailored clothing, outerwear, knit shirts and pajamas since 1916. We heartily recommend new **FAB** with "Duratex" for cleaner, whiter, more lastingly odor-free washing.

Tom Sawyer

Elder Manufacturing Co., St. Louis, Mo.
See Page 39 for exciting news

FREE SHINE CLOTH!



Get that "MILLION DOLLAR"



Rich blend of costly waxes conditions leather... leaves luxurious, deep-tone brilliance! Covers scuffs, protects against wet weather!

GRIFFIN MICRO SHEEN SHOE POLISH

WHO'S WHO IN FOUNDATIONS

Colgate decided to have New **FAB** tested and approved by a leading brand in foundation garments... so, naturally, they asked Fortuna! Yes, Fortuna Foundations are famous for quality, for fashion and for washability. And tests proved that Fortuna Foundations wash best in New **FAB** with Duratex. Look for Fortuna Foundations at fine stores everywhere.

fortuna...

Fortuna Foundations, Inc., 34 W. 33 St., N.Y.C.
See Page 39 for exciting news

MUSIC



Relieve the pressure pain of

Sore Muscles

If your muscles are stiff and sore from overexercise, here's fast relief.

Doctors will generally tell you that pain from overexertion may be largely caused by *pressure*. For fast relief rub on Absorbine Jr. You'll feel a welcome coolness when you first put it on . . . and as you rub it in, *comforting* warmth.

Why Absorbine Jr. gives fast relief: special medicinal ingredients in Absorbine Jr. go to work to dilate peripheral blood-vessel walls making local blood flow speed up. This counters painful pressure. That's why you feel relief so *quickly*! Get Absorbine Jr. today.



W. F. Young, Inc.,
Springfield, Mass.

Absorbine Jr.

U.S. PATENT
(#2,813,273)

AWARDED TO SCHRETER'S

BUTTON-DOWN TIE

the exclusive new style idea in

SMOOTHIE
TIES - \$1.50

Prince Consort Ties \$2.50

IT BUTTONS TO YOUR SHIRT

Look at the pictures below:

Slip small end thru loop label

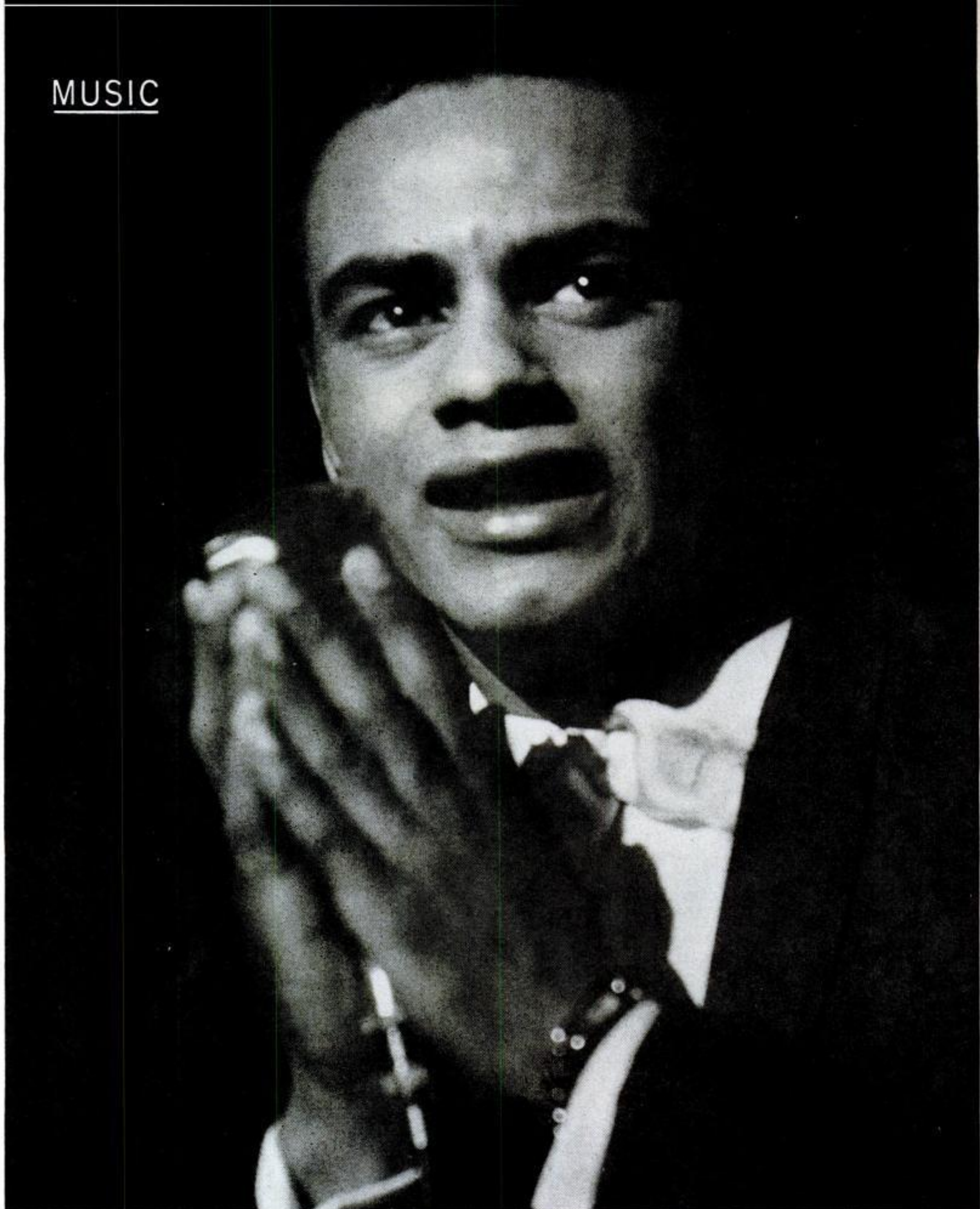
Button tie to shirt

Ask to see the **PATENTED BUTTON-DOWN TIE**. It's the smart, modern way to keep your tie in place.

Patented **CLIP-DOWN** ties; Smoothie \$1.50; Prince Consort \$2.50

For stores featuring Smoothie and Prince Consort Button-Down and Clip-Down ties, write to **A. SCHRETER, INC.**, Empire State Bldg. New York

At leading men's and dept. stores.



AT THE FAIRMONT HOTEL SINGER JOHNNY MATHIS WINDS UP HIS HUSHED VERSION OF "THAT OLD BLACK MAGIC"

BIG JUMP FOR JOHNNY

Twenty-two-year-old Johnny Mathis, who was a home town hero for high-jumping 6 feet 5½ inches when he was at a San Francisco college, was back in town last week showing off a different skill. Singing at the Fairmont Hotel, he was proving to his family and old friends that he is as good a singer in the flesh as a

few million teen-agers find him on records. Since he left track two years ago for music, Johnny has made two records that have sold more than a million. Lean, athletic looking, with a voice that can croon a ballad or shout a rhythm tune, he has also jumped—at \$7,500 a week—into the top nightclub brackets.



AT HOME FOR DINNER, Johnny (seated left) starts his three brothers, three sisters and his 5-year-old niece

laughing as his parents stand to serve the meal. His brother Ralph, 17 (fourth from right), is also a professional singer.

DIAL SOAP
again offers you
this wonderful
opportunity!

WIN AN OIL WELL!

Have money flowing in for years!

GRAND PRIZE

Full operating income of a producing oil well (subject to usual farmer's royalty). Independent petroleum engineer estimates winner's first year's income at \$12,000—gradually less yearly income for as long as 10 to 20 years. Total may eventually run as high as \$35,000. Or—winner can take \$25,000 cash now.

206 CASH PRIZES

EVERY WEEK FOR 6 WEEKS

FIRST PRIZE \$1,000⁰⁰ CASH EVERY WEEK

5 PRIZES EACH \$100⁰⁰ CASH EVERY WEEK

200 PRIZES EACH \$10⁰⁰ CASH EVERY WEEK

Enter this week and every week. Follow these easy rules.

1. Finish a 2-line jingle that starts, "Dial is wonderful..." Last word in both lines must rhyme.

2. Send in as many entries each week as you wish but accompany each with a Dial Soap wrapper. Use entry blanks or plain paper.

3. There are 6 weekly contests. Dates are:

CONTEST	OPENS	CLOSES
1st	Now	Mar. 29
2nd	Mar. 30	Apr. 5
3rd	Apr. 6	Apr. 12
4th	Apr. 13	Apr. 19
5th	Apr. 20	Apr. 26
6th	Apr. 27	May 3

Entries for final contest must be postmarked before midnight, May 3, and received by May 10, 1958.

4. The Grand Prize to be awarded at the end of the final contest will be the full operating income of a producing oil well (subject to usual farmer's royalty) or \$25,000

cash. Armour and Company will furnish independent petroleum engineer's estimate of oil well's present and future earnings to help winner decide whether to choose the oil well or the \$25,000 cash. Also, the following Cash Prizes will be awarded each week: 1st Prize, \$1,000 Cash; 5 Prizes, each \$100 Cash; 200 Prizes, each \$10 Cash.

5. The Grand Prize winner will be selected from among the six weekly \$1,000 winners.

6. Entries will be judged on originality, uniqueness and aptness of thought by Reuben H. Donnelley Co. Entries, contents and ideas therein become the property of Armour and Company. Entries must be original work of contestants. Duplicate prizes will be awarded in case of ties.

7. Contests are limited to residents of the U. S., its territories and possessions and Canada, and are subject to all Federal and State regulations. Employees of Armour and Company and their agencies are ineligible. Winners will be notified by mail.

Dial Soap Jingle Contest

6
BIG CONTESTS
6

Just finish a 2-line jingle starting with

"DIAL IS WONDERFUL _____."

Sample Jingles

*Dial is wonderful when I take a shower.
Then I'm odor-free hour after hour.*

*Dial is wonderful for my complexion.
Even under make-up it gives me protection.*

*Dial is wonderful, colorful, too.
Choose pink, choose green, gold or blue.*

Imagine becoming rich overnight! That's your opportunity in Dial's 6 weekly contests. 1,236 cash prizes—and an Oil Well as Grand Prize—all for winning jingles on Dial Soap. It's easy—it's fun. So enter often every week! Increase your chance of winning!

How to write winning jingles

2-line jingles are the easiest kind to write! Just start your jingle with "Dial is wonderful." Keep your jingle to two lines. Make the last word in both lines rhyme. Read our sample jingles above and just tell us your own reasons for liking Dial Soap. Mail today—you may win cash or an Oil Well!

FORMER GRAND PRIZE WINNERS



Mr. Don Parkinson
6027 Ellsworth Ave.
Dallas, Texas



Miss Virginia M. Davis
4121 Fontainebleau Drive
New Orleans, Louisiana



Mrs. Dorothy LaTraille
2318 E. Flower St.
Phoenix, Arizona



1958

ENTER NOW!

DIAL, BOX 5969, Dept. A, CHICAGO 77, ILLINOIS

Here's my 2-line jingle. I enclose a Dial soap wrapper.

"DIAL IS WONDERFUL _____."

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Golden-Touch typing...

"like wearing magic gloves!"



Golden-Touch Standard — world's lightest standard touch!

Tests prove you'll type with up to 26% less effort. And it's clear, crisp, easy-to-read typing, even with many carbons. Styled in color-rich, no-glare finish that cuts eye-fatigue. Make your day shorter — more productive — with a Golden-Touch Standard. Why not try Underwood Golden-Touch yourself? Ask for a demonstration today!

Never before
such Golden Ease
...such speed...
such print-perfect
results!

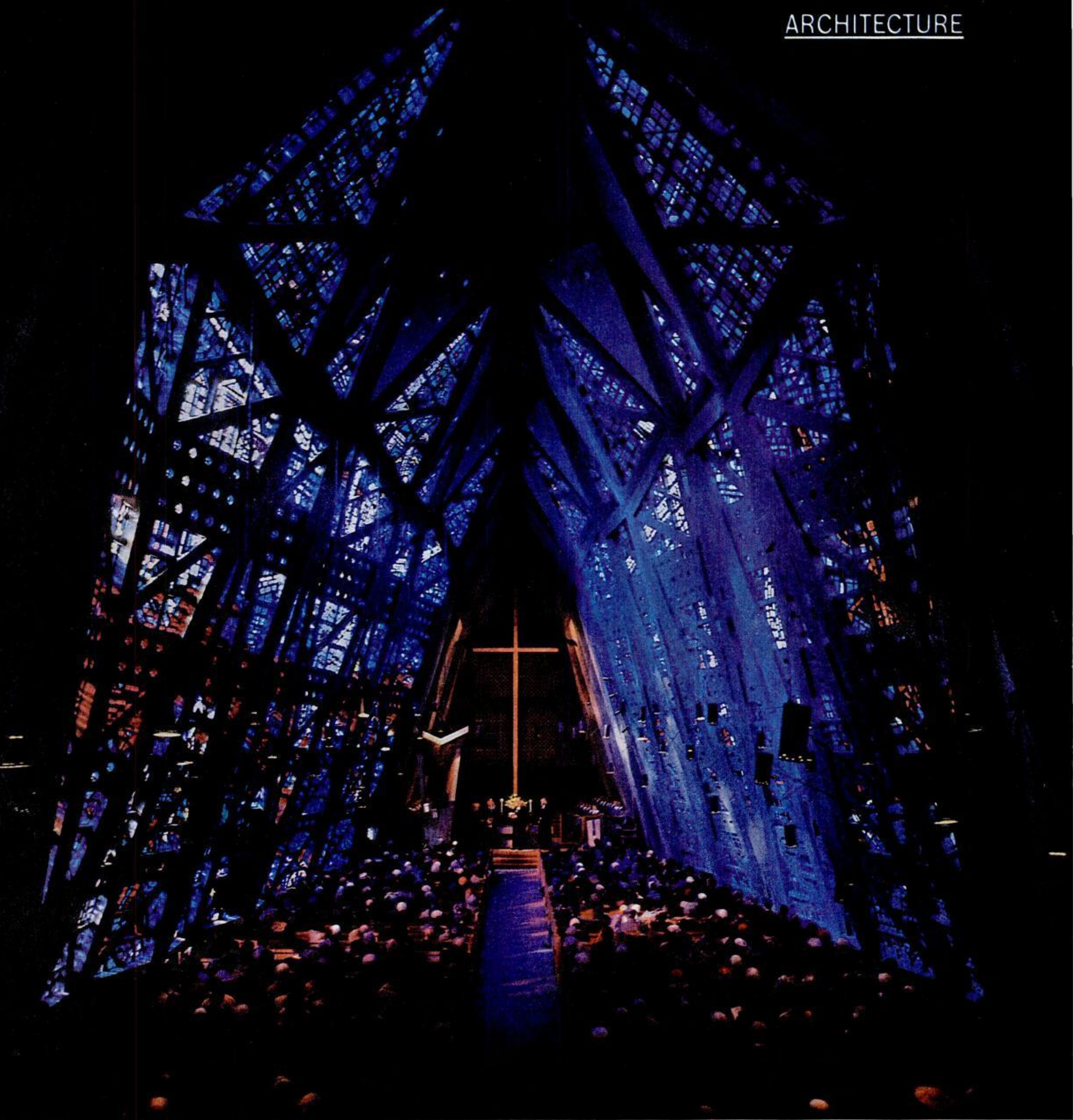


Golden-Touch Portable — rainbow beauty! High fashion color styling plus new magic ease. Easy take-home terms, too. See the Golden-Touch Portables at your dealer's today. Choose from 4 modern models — 7 rich colors. From \$79.50, before taxes.



Golden-Touch Electric — tops all electrics in features! Golden-Touch gives you 16 more of the features you want than the next best electric. You'll like the distinctive type styles, wonderfully easy touch, extra sharp carbons. Try amazing Golden-Touch yourself!

underwood — the only typewriters
with Golden-Touch



IN CHURCH DURING DEDICATION CEREMONIES, OFFICIALS STAND UNDER CROSS WHICH IS FACED WITH WOOD OF BOMBED CANTERBURY CATHEDRAL LIBRARY

A LOFTY, LUMINOUS CHURCH

When Stamford, Conn.'s First Presbyterian Church outgrew its old Romanesque building, the members decided that their new edifice must be one "which will still be something, even 100 years from now." The remarkable result was dedicated this month. The new church's 135-foot nave, towering six stories high and uncluttered by columns, is an enormous envelope of stained glass. The windows, which extend right to the roof ridge, are set in huge frames of precast concrete, fitted together like a giant picture puzzle to

form the sharply angled walls and ceiling. When sunlight shines through the 20,000 multicolored chunks of glass, the entire interior is bathed in luminous hues.

The church was designed by Wallace K. Harrison, one of the architects of New York's Rockefeller Center and United Nations buildings. He included a white marble pulpit (*left of altar, above*) with a canopy symbolically formed like a huge open Bible. And he gave the exterior an even more extraordinary shape (*following page*).

CONTINUED

Copyrighted material

MR. BENNETT CERF'S GOT THE HERTZ IDEA...



Mr. Cerf, driving a Hertz car, keeps a campus speaking engagement on time.

BECAUSE HERTZ RENTS MORE NEW CARS!

Every Sunday night, you can see Bennett Cerf on CBS-TV's "What's My Line?" At Hertz, however, we see him many more times. On one of his visits, we asked this well-known publisher, author and columnist to pose for us. Afterwards, he told us: "It's no secret what your line is. I caught on first time I rented one of your new cars. It's service!"

How does Mr. Cerf use The Hertz Idea? As a time-saver. On cross-country whirls crowded

with speaking engagements and personal appearances, he gets to his destination faster by train or plane. On arrival, he rents a new Turbo-glide Chevrolet Bel Air or other fine car.

It's easy to do, because Hertz has more offices by far where you can rent, leave and make reservations for a car. You get the kind of car you like to drive—cleaner, more dependable, with power steering. What's more, Hertz rates are low. On a national average, just \$7.85

a day plus 9 cents a mile. And that includes all gasoline, oil and proper insurance.

So, get The Hertz Idea on your next business trip—for when time means money, there's no more economical way to travel.

Just call your local Hertz office to reserve a car *anywhere* (Canada, Mexico and overseas, too). We're listed under "Hertz" in alphabetical phone books everywhere! Hertz Rent A Car, 218 South Wabash Avenue, Chicago 4, Illinois.



More people by far...use
HERTZ
Rent a car

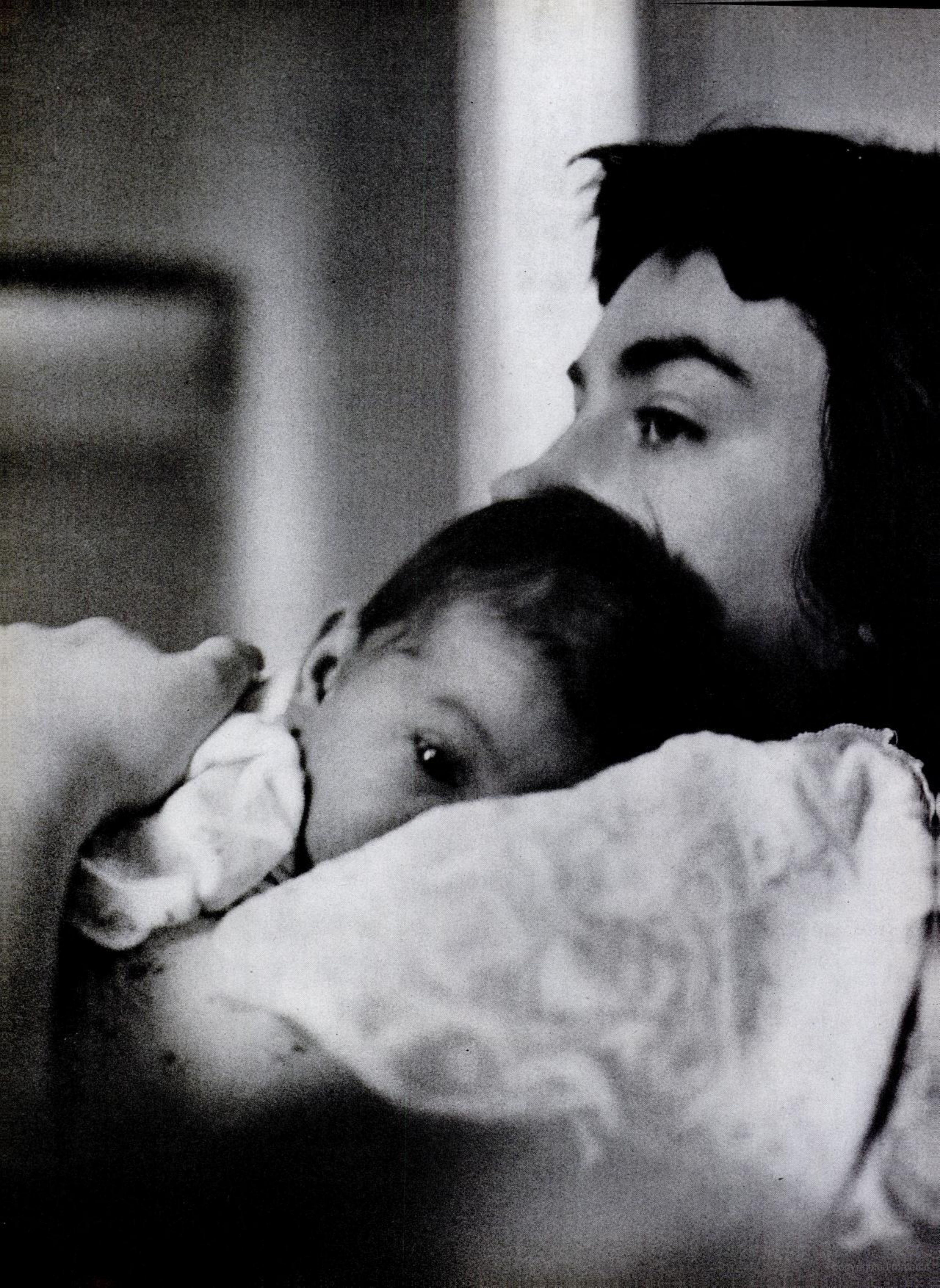
ASK ABOUT "RENT IT HERE... LEAVE IT THERE" SERVICE!




FISH FORM of new Stamford church is shown in air view. The fish is an early and important symbol of Christianity since its letters in Greek are the initials for "Jesus Christ, God's Son, Saviour." Parish unit, also newly built, is at right.

FLOODLIT SHAPE (below) at night shows abstract sculpture over the main entrance (right center) which represents the crucified Christ. Church vestibule is at right. Some of the parishioners refer to their church as "the holy mackerel."







Equitable's Living Insurance protects your family as it grows

Living Insurance means benefits for the living. Benefits for you while you live. If you die, benefits for those who live on after you.

Long before the baby is out of arms, she'll be making her need for love and protection known. The love comes naturally — but the protection takes a bit of planning. A young family is a big burden for the young father, who is far below his earning peak.

But *Living Insurance Family Style* can help you carry this burden. The Family Style Plan not only provides coverage for you, your wife, and your insured children under 18 — but future children are automatically covered, too, at no extra cost (beginning when they are at least 14 days old). And it's all in one low-cost package. You can choose from two plans: the Family Protection plan which provides ordinary life insurance with growing cash values for dad — or the Family Security plan which puts greater emphasis on the savings feature.

This is just one example of *Living Insurance* in action. Ask the Man from Equitable about it — and about other forms that can help protect your home, send your children to college or help you retire. *The Equitable Life Assurance Society of the United States. Home office: 393 Seventh Avenue, New York 1, N. Y.*

Equitable's Living Insurance pays off for the living



"The Quiet Hour"
Photographed
by Jacques Lowe

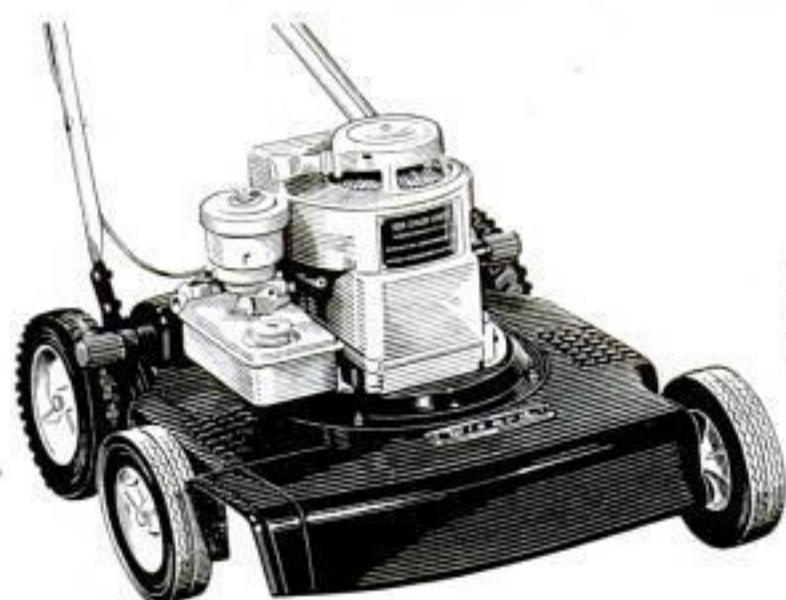
New! Tip-Toe Starting by Wizard



Easiest to start power mower ever designed! No stooping necessary to start this big 22-inch Wizard. You just set the fingertip control lever and step down on foot starter. Your hands never leave the handlebar! Big

2½ h.p. Briggs and Stratton engine has power to spare! Hollow-ground suction-lift blade. Cuts smoother, chops finer, spreads more evenly. Easy terms. Own it for only....\$96.95
19" Custom (hand starter)....\$78.95

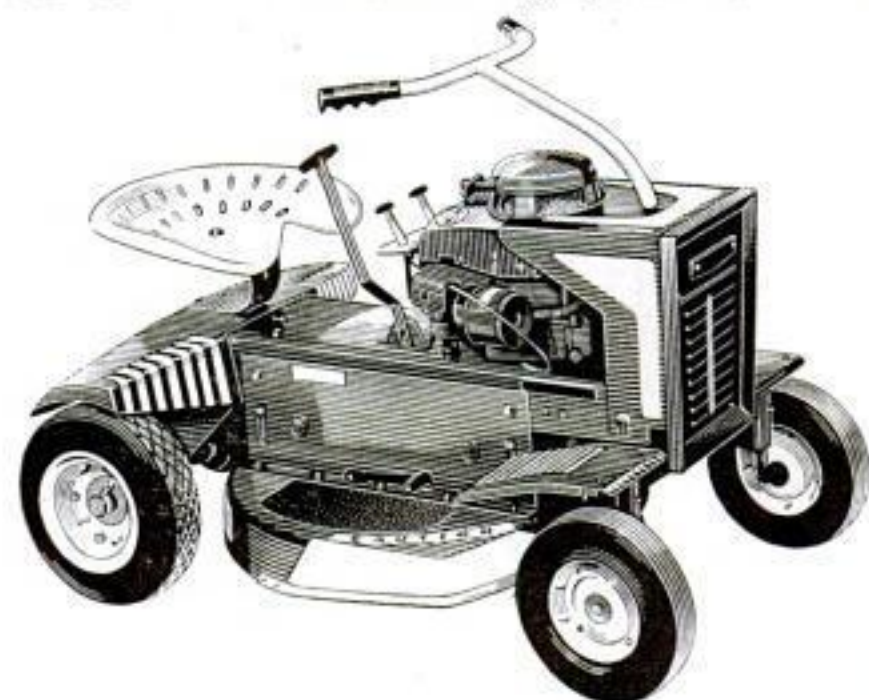
Choose From America's Most Complete Line:



New! Self-propelled! 19-inch cut! Briggs & Stratton 4-cycle engine. Automatic recoil starter. Fingertip clutch and throttle controls. \$ 91.95
21" Gear-Driven Self-Prop. \$122.95



21" Wizard Deluxe Side Trim. Big 2½ h.p. Clinton 4-cycle engine. Automatic recoil starter. 4 cutting heights. Suction-lift blade....\$79.95
18" Deluxe Side Trim.....\$69.95



24" Wizard Custom Riding Mower. 4 h.p. Clinton engine. 5 forward speeds and reverse. Push-button height adjustment. Gear drive. Automatic recoil starter.....\$279.95
24" 3 h.p. Deluxe Model.....\$189.95

Western Auto

STORES AND ASSOCIATE STORES

NOTE: In some areas of the U.S., Hawaii, Alaska, Mexico, and Puerto Rico, prices slightly higher. Western Auto Associate Dealers own their stores, set their own prices, terms and conditions. (L38)



21" Reel Type
1¾ h.p. 4-cycle



18" Electric
½ h.p. 1725 rpm
Westinghouse



18" Side Trim
2-cycle or 4-cycle
Clinton engine



24" Custom
2¾ h.p. 4-cycle
Clinton engine



Deluxe Riding Mower
3 h.p. 4-cycle
24" cut

SEQUEL



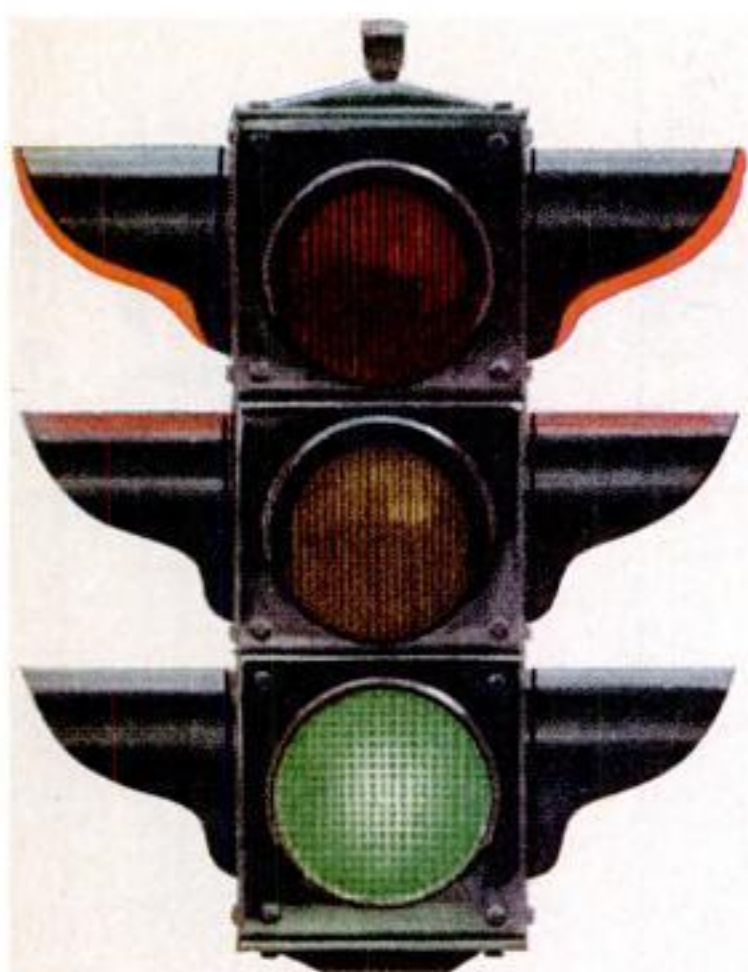
OPENING HER BRIDGE in Nibbiaia, Marisa waves as her schoolmates gather behind her. The bridge was given the name of Ponte di Marisa in her honor.

A BRIDGE FOR MARISA FROM ITALY TO U.S.

Suddenly a whole new world had opened up for Marisa Leonzio, 9, who lives in Nibbiaia, a village in northern Italy. Marisa, who used to have to ford a stream on foot or by oxcart in order to get to school, wrote a fourth-grade composition asking Befana, a patron saint of Italian children, for a bridge. Her essay was printed in the papers and read by a representative for *The Bridge on the River Kwai*, who persuaded Columbia Pictures to build a bridge for Marisa (LIFE, Feb. 3). Then the American Field Service and Columbia Pictures offered Marisa a 10-day trip to the U.S. Signora Gronchi, wife of the president of Italy, gave her new clothes for the trip. In Washington Marisa saw the Capitol and found a pair of famous playmates (*below*), then went to New York for sightseeing before going back home to Italy.



WITH AMERICAN FRIENDS Marisa (*right*) makes snowball as Julie, 9, and Tricia, 12, Nixon watch in front of the Vice President's Washington house.



While the light is
changing from green to red
Americans are buying
12 bottles of Corby's

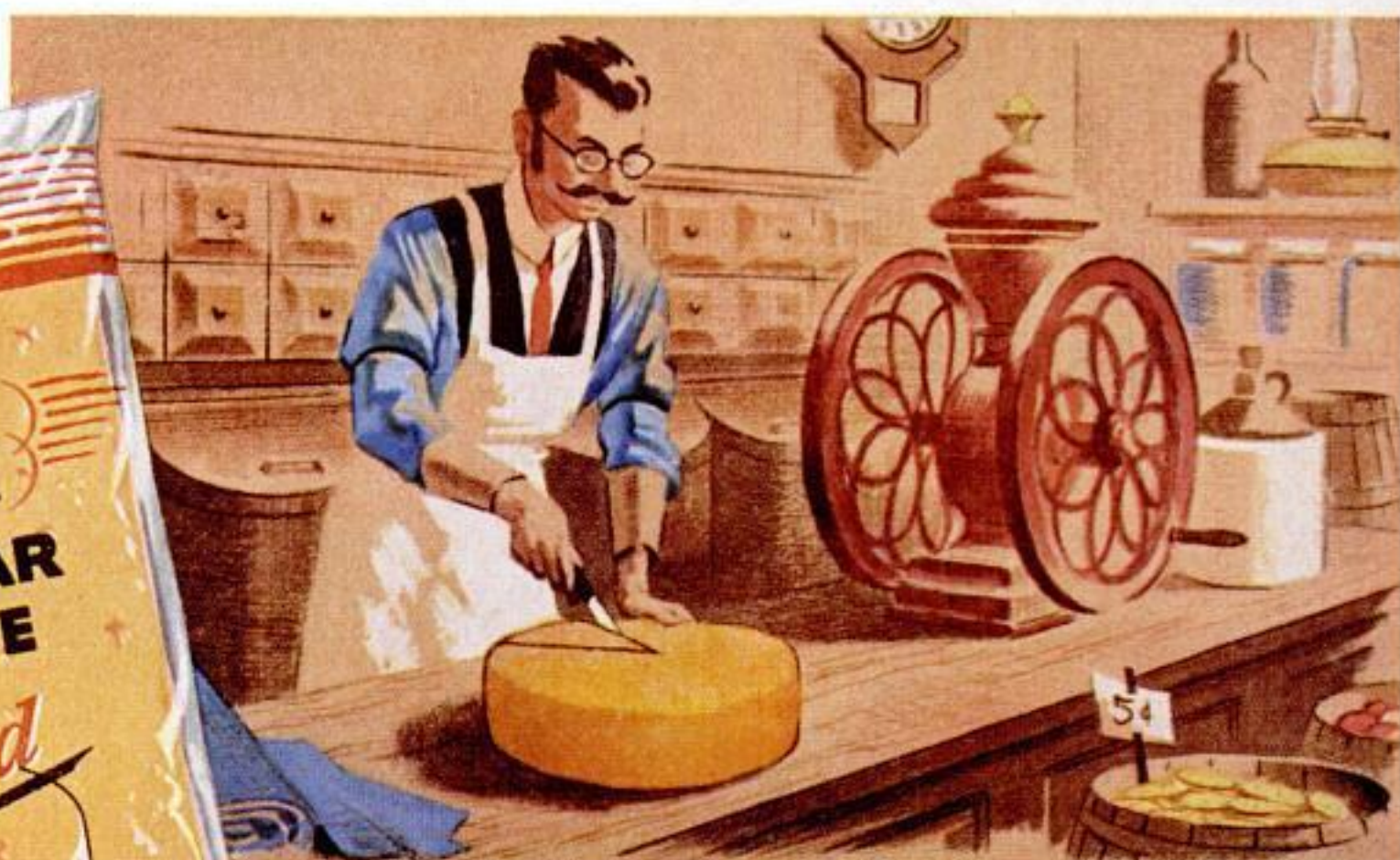


Only 5 seconds pass while the average caution light warns you the light is changing; but that's long enough for 12 more Americans to buy fine, mellow Corby's Whiskey. Try Corby's yourself . . . it's a national best-seller, because *it's the smoothest whiskey this side of Canada!*

CORBY'S



KRAFT INVITES YOU TO EXPLORE A world of great eating!



U.S.A. Special. Kraft Natural American is real old-time eatin' cheese for cracker snacks and sandwiches, or with wedges of pie. Kraft slices only the finest of natural cheese, brings you "Sharp" and also "Mellow".



German-Style Cheese. It's real rathskeller cheese. Kraft Natural Muenster, and delicious Kraft Natural Brick are great to serve with dark bread and beverages. Wonderful in hot sandwiches, too! Kraft packages protect the fresh-cut taste of every handy slice.



Scandinavian-Style. Thickly studded with spicy caraway seeds, here's Sweden's beloved "Kuminost". Kraft Natural Caraway is real smorgasbord cheese, for snacks or nibblin' at meal-time. A new sandwich favorite, it's also elegant with fruit.



Swiss Delight. Taste the rich, nut-sweet flavor of truly great Swiss cheese! It's in every tender bite of Kraft Natural Swiss. This is the cheese that belongs with beverages. Kraft slices it to fit in handy packages that guard its delicate Swiss goodness.



Traditional Italian-Style Cheese. Both popular as pizza! Kraft slices Natural Provolone from the original round sausage shape. A rich, smoky-tasting cheese, good hot or cold for snacks and sandwiches. Kraft Natural Mozzarella melts perfectly on a pizza.

NATURALLY FROM KRAFT...THE FINEST OF NATURAL CHEESES...ALL SLICED

THE WETTEST SHOW-GIRL ACT

While Miami Beach is having one of its wettest seasons it also has its wettest nightclub act. On a double-decker stage (*below*) at the lavish new Cafe de Paris a dozen girls submit to partial or total submersion in a swimming pool on the lower level and in a bubble bath on a high platform. An elaborate contraption is rigged up for the 10-minute number. The swimming girls are actually splashing around in a tank sunk out of sight in the stage

floor. The pool has a big lid, hinged at the back of the stage. When the lid is closed it forms the floor and conceals the pool. When the lid opens up, a mirror on its underside reflects the girls below. The bubble bath, which is pretty complicated too, is explained on the next page. These watery performers will appear later in New York's Cafe de Paris, a nightclub opening in May, bathing in their bubbles and swimming in two giant champagne glasses.





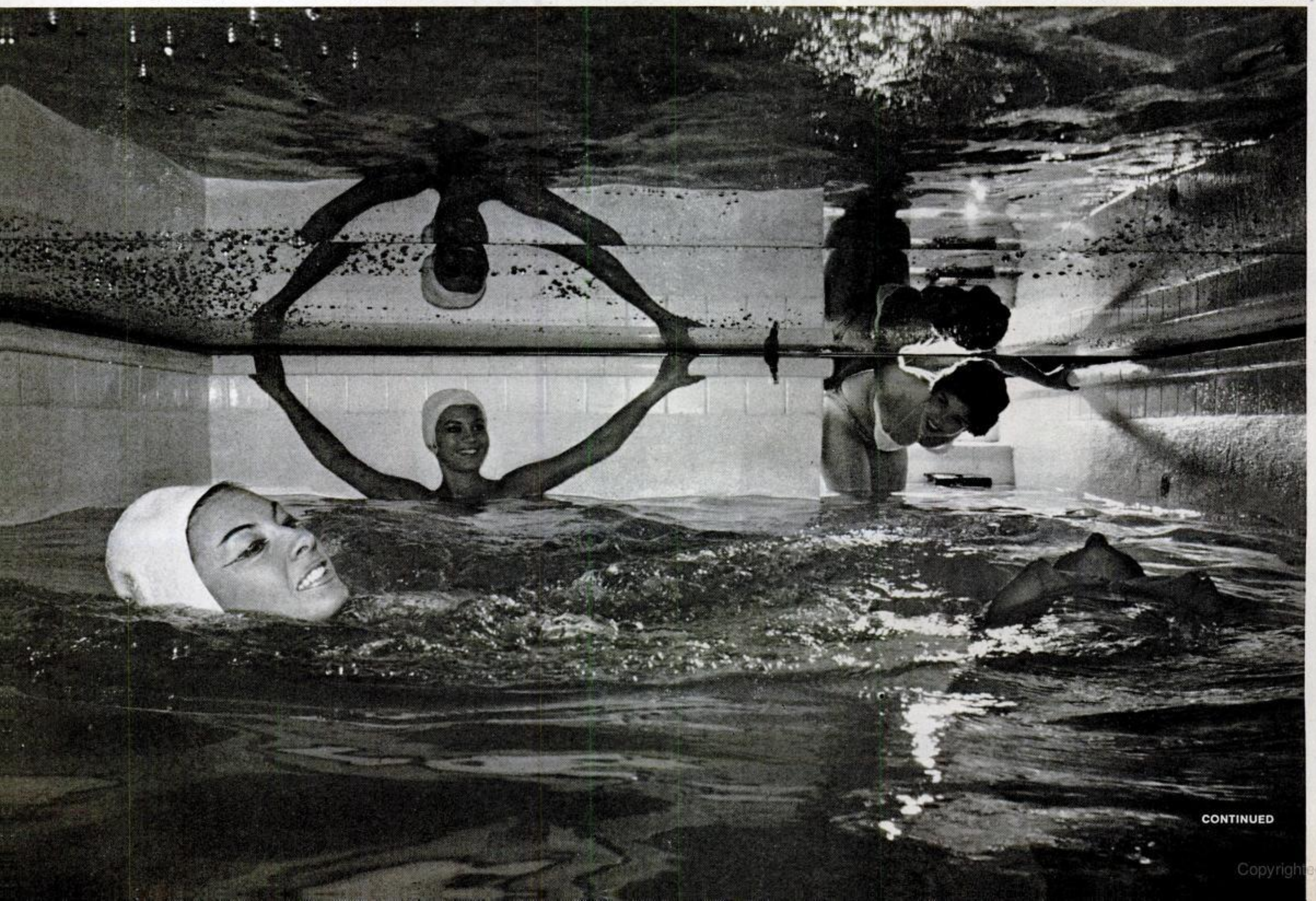
WET ACT CONTINUED



FROTHY TWINS from England, Valerie and Leila Croft, 19, are almost buried by cascading bubbles.

BUBBLE BATHERS (*left*), as seen backstage, stand on platform with heads and shoulders sticking up through holes in plastic sheet. Bubbles, pumped out of machine, slide down over sheet and girls.

IN POOL WITH MIRROR LID DOWN, SWIMMING GIRLS GET READY FOR ACT. THEY ENTER BY STAIR AT RIGHT. LID OPENS TO REFLECT SCENE TO AUDIENCE



CONTINUED

A NEW PILL THAT HELPS YOU QUIT SMOKING

by GEORGE CLARK

Science at last tells you
what to do if you want to stop smoking



CAPT. ROGER DON RAE is a senior airline pilot for T.W.A. The little pill helped him break the smoking habit.

The inability to give up smoking is one of the more curious idiosyncrasies of 20th century man. Ever since Sir Francis Drake in 1586 brought tobacco back to England from Virginia and the habit of smoking was re-imported to America by the Pilgrim fathers, the "noxious weed," as an eminent Victorian referred to it, has had half the world in its grip.

There are signs that this grip is at last being loosened. It is being loosened by a harmless little white pill. The story of how this little white pill was discovered is similar to that of many other earth-shaking discoveries. In the process of trying to go somewhere else, the scientific brain unearthed something it wasn't in the first place even looking for.

In 1947 a research team in a large Chicago university set out to study gingivitis, a rather unpleasant inflammation of the gums that bedevils mankind. It had long been theorized that smoking contributed to this inflammation. But would stopping smoking help? In true scientific fashion our researchers decided that half of their patients should stop smoking to see if they showed any improvement over the other half.

Half were told to stop smoking by the doctor who headed the research team, but it was easier said than done. So our scientists are off on a

RUSS NICOLL, owner of the Valerie Jean Date Shop at Thermal, California, beside "Old King Solomon", his world-famous date palm.

Russ says, "I am through smoking for good, thanks to these pills."



new tangent. What could they give a patient that would help him to stop smoking quickly and easily? Up to that time medical experience showed that there was no easy, pleasant way to stop smoking. Years before, some experimental work had been reported with a drug called Lobeline Sulphate. This curbed the desire to smoke; but in doses large enough to be effective, it produced various unpleasant side effects. Here at least was a starting point.

Soon the tail was wagging the dog and the project of finding a way to help people conquer the tobacco habit had become the all-important problem. After months of research and experimentation, our scientists hit upon the solution. The addition of two common antacid ingredients to Lobeline Sulphate accomplished two things. First, any unpleasant side effects were eliminated; secondly, the amount of Lobeline Sulphate necessary to do an effective job was greatly reduced. The result was a harmless little white pill which, when given to test patients, helped them to stop smoking in 5 days!

What made it work? Lobeline Sulphate is extracted from the Lobelia plant which is sometimes called "Indian Tobacco." It is a first cousin to nicotine, mimicking its action but is not habit forming. It works by removing the craving for nicotine in the system and not by making smoking unpleasant or intolerable.

The footnote to this story is an interesting one. It turned out that smoking did irritate the gum tissues. Those gingivitis patients who, with the help of the little pill, stopped smoking, showed a marked improvement over the smoking half.

And of course there was a sequel. The university where all this occurred realized that in their

little pill they had something that thousands longed for. Here was something that would really help anybody who wanted to free him or herself from the smoking habit. But like any group of scientists they were cautious. More research was carried on, more tests were made on hundreds and hundreds of patients. It was proved that 83%, more than 4 out of 5, of all people who wanted to stop smoking, could do so easily and pleasantly in five to seven days with the help of the little pills. Significantly, it was found that those who didn't stop completely had cut down their smoking drastically.

This new discovery was soon reported in medical journals; demand for it came overnight from every corner of the globe. The Campana Company was chosen to market these amazing pills. Today you can buy them at any drug store, under the name of *Bantron* for only \$1.25 a box. *Bantron* has been proven so safe, when taken as directed, it can actually be bought without a doctor's prescription.

By now many thousands of people have stopped smoking with the help of *Bantron*. However, human nature is weak. Many who stopped after taking *Bantron* found that under the stress and strain of modern life they broke down and started smoking again. Often they tried *Bantron* again with equally effective results. Today there are men and women everywhere who reach for a *Bantron* whenever they feel the urge to smoke a cigarette.

Of course, *Bantron* can't do *all* the work for you alone. It will not tie your hands behind your back. But if you really want to stop, it can be a powerful helper. This is the testimony of policemen, airline pilots, truck drivers, business men, ordinary citizens everywhere.

© 1958, Campana Co.

FABULOUS FROZEN KING CRAB



... sea-fresh
on your
table tonight!

Imagine! Giant Alaska King Crab any time you want it! Chunky pieces of sweet, delicate, bone-free meat—the sea-fresh goodness frozen in, only minutes from cold Arctic waters. Enjoy it at home. Also at most fine restaurants.

Split Legs, Whole Legs, or Meat only
—Cooked and Ready to Eat.



FREE
Recipe Book.
28 ways
to serve King Crab.
Write: Wakefield's Food Sales
Dept. L, 32 So. 5th Avenue
Mount Vernon, N. Y.



WAKEFIELD'S
GIANT ALASKA
FRESH-FROZEN KING CRAB

Contentment costs less in a new BRICK HOME



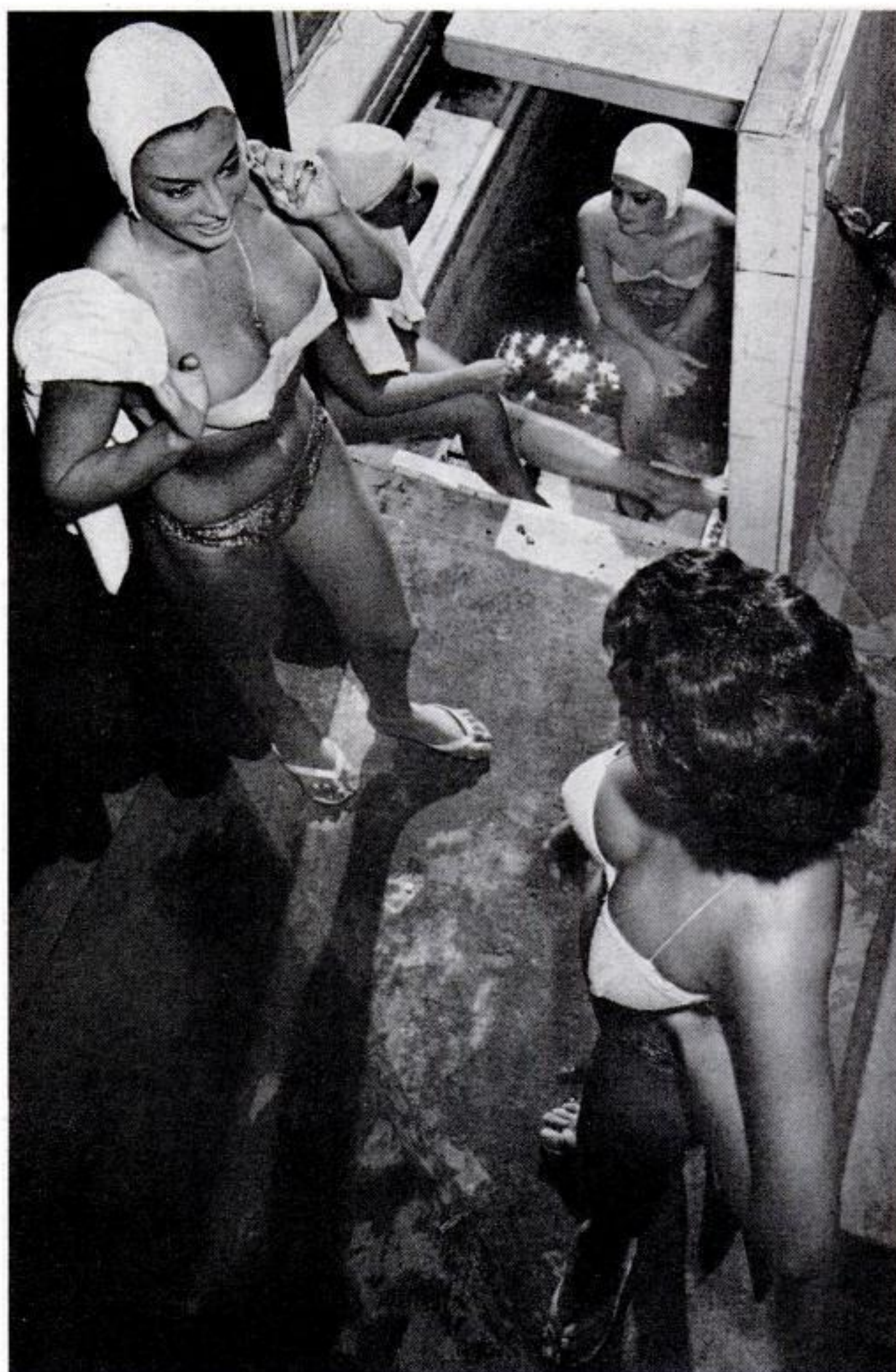
Brick says clearly, "Here's genuine worth, and the security that means contentment."

When you choose brick, you gain leisure time and save maintenance dollars. Brick gives you life-long freedom from upkeep bills... because brick has **permanent** beauty, in the richest mellow colors and textures.

Your new home can be brick. Discuss it with your architect, or express your wish to the man who shows you a model home. They'll respect your knowledge that **contentment costs less in a brick home.**

STRUCTURAL CLAY PRODUCTS INSTITUTE
Dept. L, 1520 18th St., N. W., Washington 6, D. C.

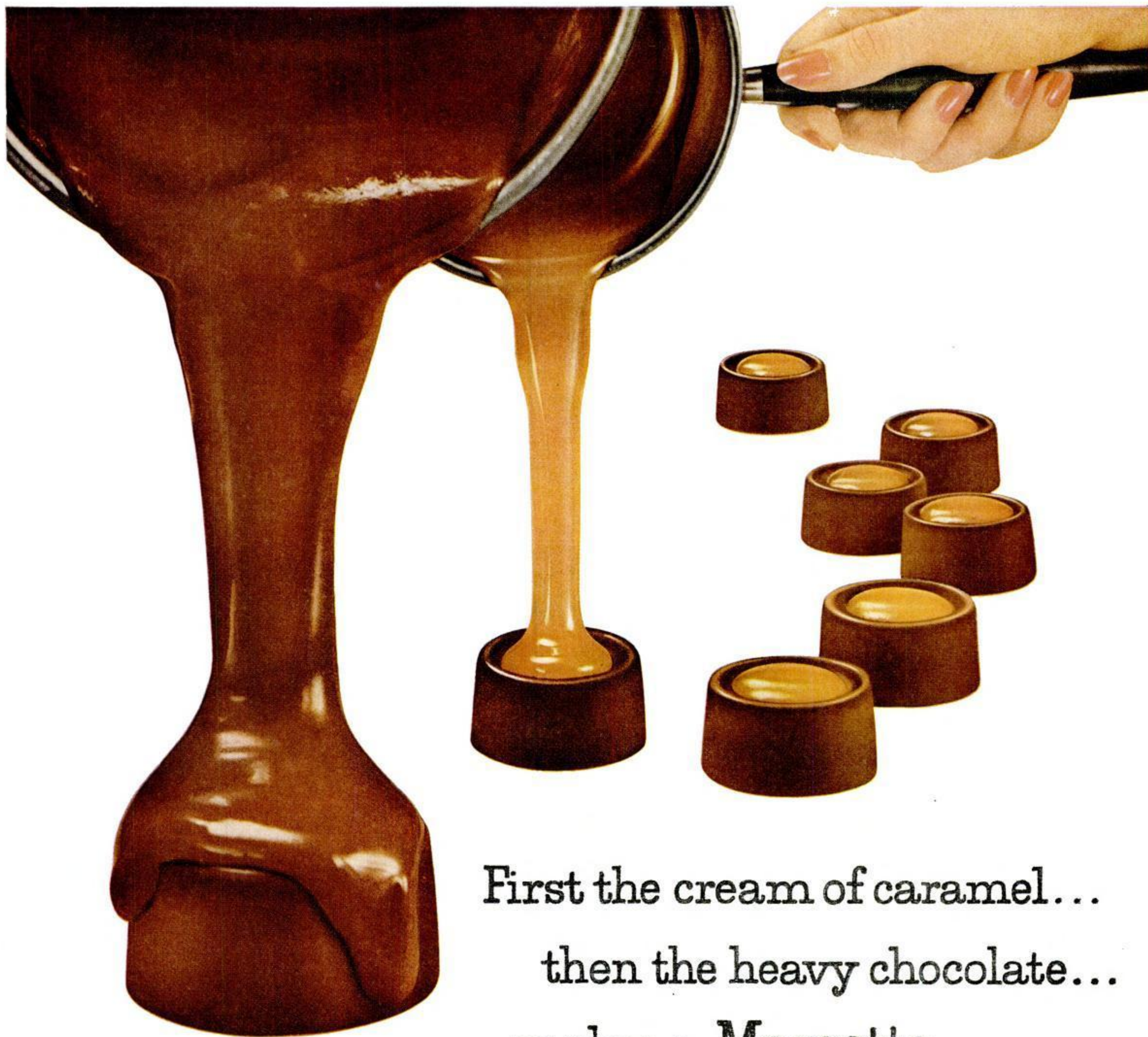
WET ACT CONTINUED



EMERGING SWIMMERS come up through trap door that leads to pool and dry off after their act so they can go on in a nonaquatic dance number.



SUDSY SAX PLAYER, Mike Satiri, who is part of backstage orchestra during bubbly number, wears sou'wester to protect him from overflow of foam.



First the cream of caramel...
then the heavy chocolate...
makes a Marsette

New Bite-Size Chocolates by Mars. For desk, purse,
golf bag...or where are you when you want a bite of fine candy?
Just 10¢ a roll.

Marsettes®



The candy to carry. Why don't you?
Caramel chocolates made in Candyland by **MARS**

© 1958 MARS, INC., CHICAGO 35, ILL.

NEW!

The Divider-Pak® way



It brings you the genius
of Cantonese cookery in
chow mein you merely heat

Freshness, brightness, flavor as
never before . . . except in fine
Cantonese restaurants.

Succulent chicken and sauce are
cooked and packed by Chun King
separately from the celery, bean
sprouts, water chestnuts and other
chow mein vegetables. No mushiness.

No soggiess. All the contrasting tex-
tures and flavors are guarded. You just
combine contents of both the cans,
heat and serve.

Chun King Chicken Chow Mein
comes in three-to-four-serving size and
two-serving size. A change-of-pace
meal for your family with real glamor
appeal! Enjoy it soon.

® Trademark Reg. by Chun King Sales, Inc.



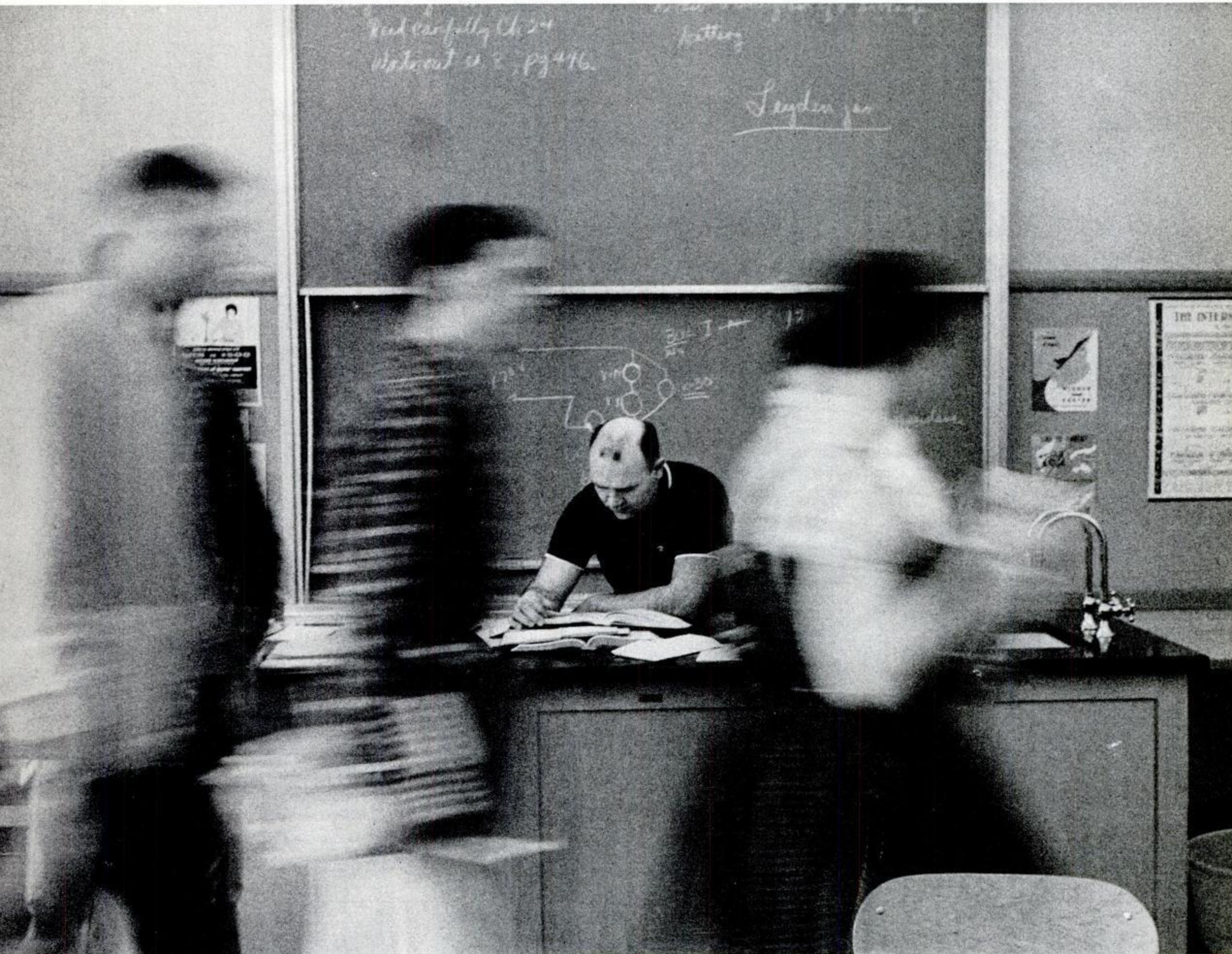
Chun King's new Divider-Pak way has started millions of Americans
to serving chow mein at home. It makes a wonderfully satisfying
meal . . . yet is low in calories. Serve over crisp Chun King noodles and
sprinkle with Chun King Soya Sauce. All ready in 15 minutes!



CHUN KING

The Royalty of American-Oriental Foods!®

AN UNDERDOG PROFESSION IMPERILS THE SCHOOLS



AS DISMISSED SCIENCE CLASS AT DAVID DOUGLAS HIGH, PORTLAND, ORE. FILES OUT PAST HIM, TEACHER DONALD PEARSON HASTILY PREPARES FOR NEXT CLASS

U.S. teachers are too few and too hard pressed to do a nation-size job

"Sure I've thought of quitting. But how can I walk out in the middle of a battle?" These words of Donald Pearson of Portland, Ore., explaining why he goes on teaching, have a heroic ring. But it takes a kind of heroic resolve to be a teacher in the U.S. today.

Among the many problems of the public schools which LIFE listed last week in the first article of this series on the Crisis in Education, the weakness in teaching is one of the most crucial. Teachers hold in their hands the malleable minds of the nation's children. But despite the immense importance of what they do—or should do—they are wretchedly overworked, underpaid and disregarded. And a discouraging number of them are incompetents. The shortage of teachers, which now amounts

to a staggering 227,000, is particularly felt in the all-important fields of science and math. Forty percent of those trained to teach science are snapped up by industry and never get to a classroom.

Donald Pearson, who is on the science staff at David Douglas High, is a cut above most teachers. He has his Master's degree, knows how to teach and loves his work. The school is a new one in a suburb, whose citizens are generous with school funds. Yet Pearson's teaching load hardly allows him time to draw breath in school hours (*above*). Afterward he rushes to his different "moonlighting" jobs, trying to add enough to his \$4,700 teacher's salary to keep a decent roof over his family's heads. His trials, shown in photographs by N. R. Farbman, are told on pages 96-101.

A rough time over the U.S.

The problems which beset Donald Pearson are even worse for thousands of other teachers across the U.S. With the number of children entering school increasing by a million and a quarter every year, the classroom shortage is skyrocketing, and more and more teachers must spend extra hours in school teaching

double shifts. Where real classrooms simply do not exist, teachers do their makeshift best in basements, shacks, buses and abandoned railway cars. In some big cities, where delinquents terrorize teachers and other pupils, it often takes physical courage to teach.

Most teachers would gladly disregard these



MOONLIGHTING Teachers all across the country work in a wide range of part-time jobs. Here are two examples: Jim Garvey (left), a biology and German teacher at Acalanes High School in



Lafayette, Calif., earns \$125 extra a month delivering newspapers daily from 3 a.m. to 6 a.m. Harold Hodge, mechanical drawing teacher in Washington, D.C., averages \$70 a month as a supermarket clerk.



MAKESHIFT SCHOOLS In areas of expanding population inadequate classrooms abound. School bus is used near Cape Canaveral, Fla. missile base where population has quadrupled since 1950.

DOUBLE SHIFTS In U.S. 840,000 school-children are on double shifts. Here, the afternoon shift arrives as the morning shift leaves at Valley View Elementary School in Bloomington, Minn.

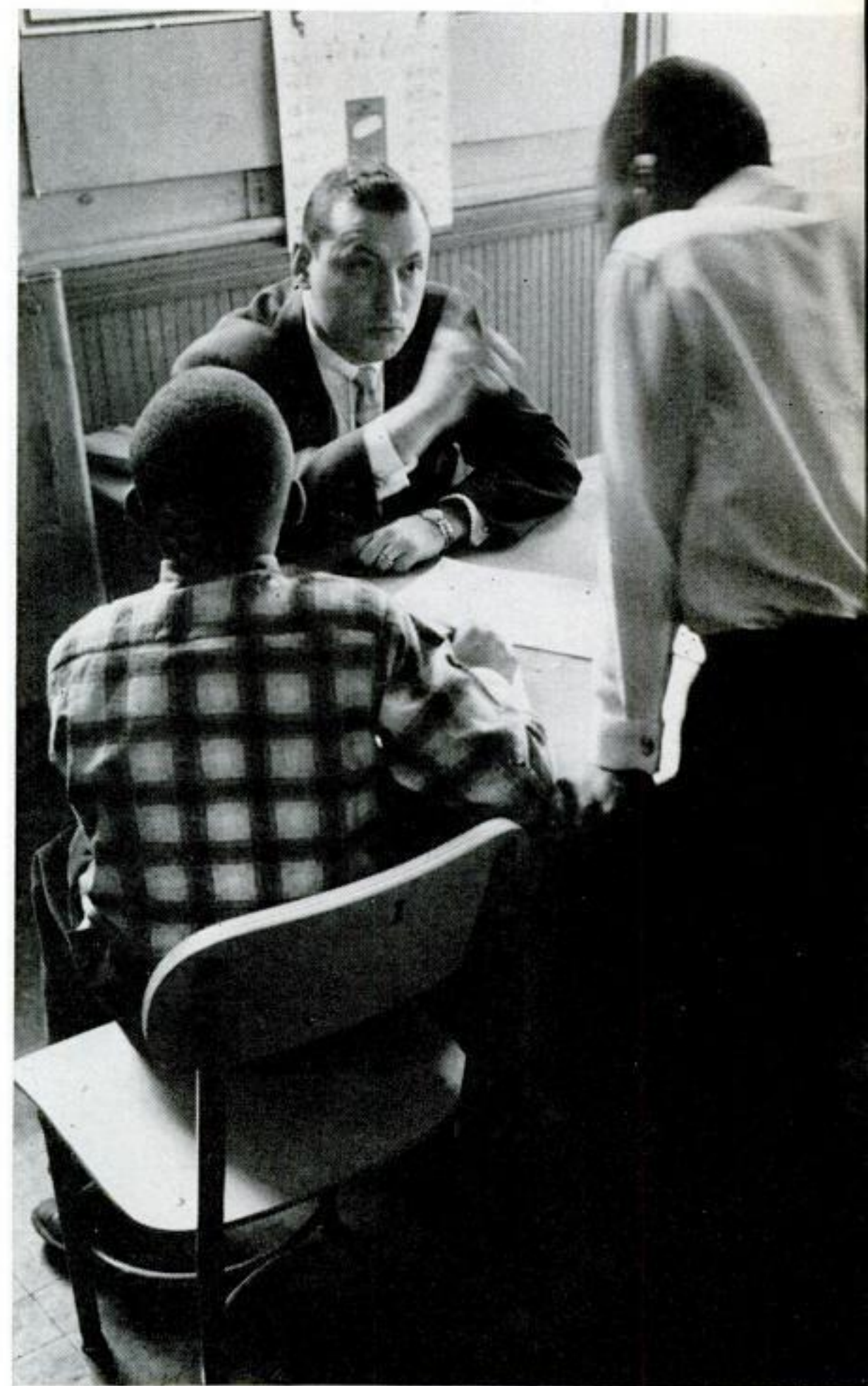


hazards if only they could make a decent wage and be spared time-consuming duties of record-keeping, clerking, janitoring, chaperoning and traffic-directing. They become public drudges, forced to do peripheral work that a community would not expect of any other professional people. While teaching generally imposes less

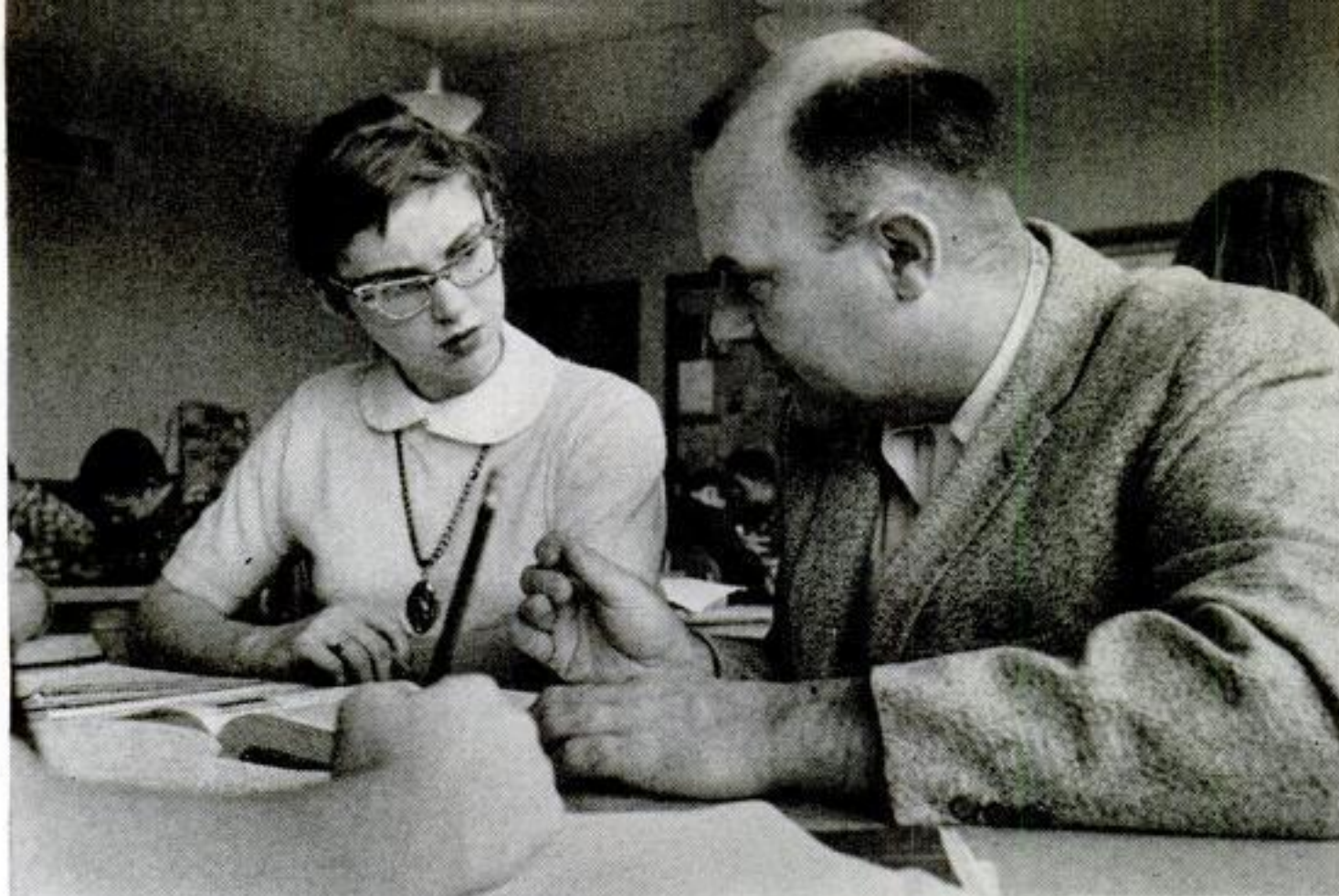
of a financial strain on women teachers, an astounding 75% of the nation's male teachers, like Donald Pearson, have "moonlighting" jobs, which drain away the energy and interest that should go into their teaching. As one New York City teacher recently confessed, "We rest up in the daytime for our jobs at night."



TEACHER SHORTAGE At Memphis, Tenn. Board of Education hearing, Mrs. Richard White, head of the Better Schools Committee, urges raises in local teacher pay to attract more teachers.



TOUGH STUDENTS New York City has shifted troublemakers from regular schools to special "700" schools. Here "700" Teacher Walter Heiner with mock seriousness admonishes a pupil.



REWARDING MOMENT for Pearson comes during general science class when he helps Freshman Gay



Gullickson understand how storage battery works. When Gay asks him for help (left), Pearson (center)

explains: "When we recharge a battery we put electrons back into it. When it's being used, we take

For Donald Pearson, dedication rewarded as

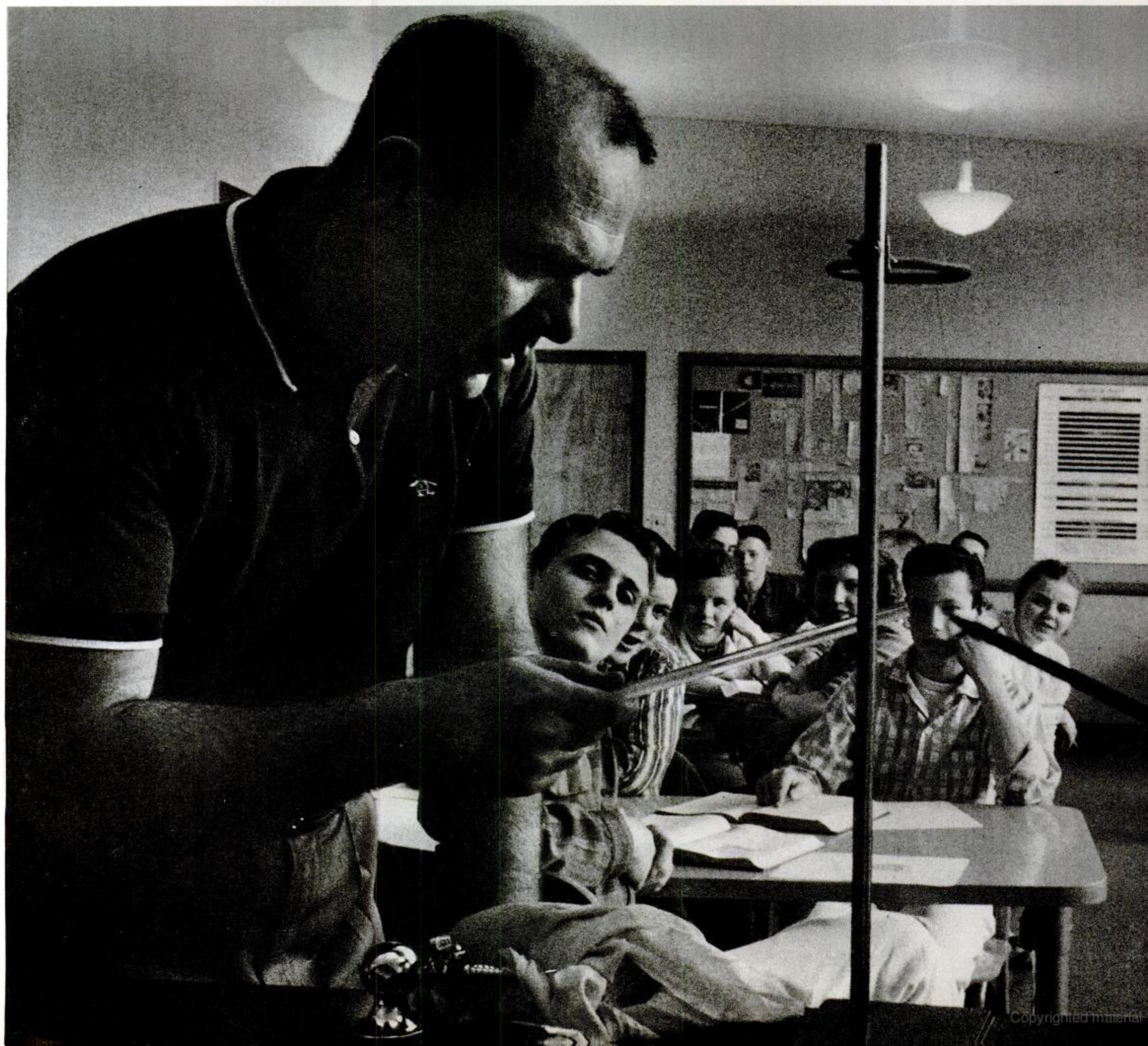
At David Douglas High School, Donald Pearson has a formidable task: to plant some science in the minds of roomfuls of restless teenagers. For six strenuous hours every day—three of freshman general science, three of upperclass physics—he works earnestly and

imaginatively to put across scientific concepts ranging from calorie measurement to nuclear transmutations. The school is relatively well supplied with science equipment. But whenever he cannot find what he needs, he ransacks hardware and surplus stores for materials

and then invents his own home-made devices.

Pearson never has time during school hours to plan his lessons ahead and set up demonstrations. Even after school he has few undisturbed moments. There are no private offices for teachers, and Pearson works late in his

IN STATIC ELECTRICITY DEMONSTRATION PEARSON HOLDS POSITIVELY CHARGED GLASS ROD, DENNIS JUNKEN NEGATIVELY CHARGED BAKELITE ROD. RODS



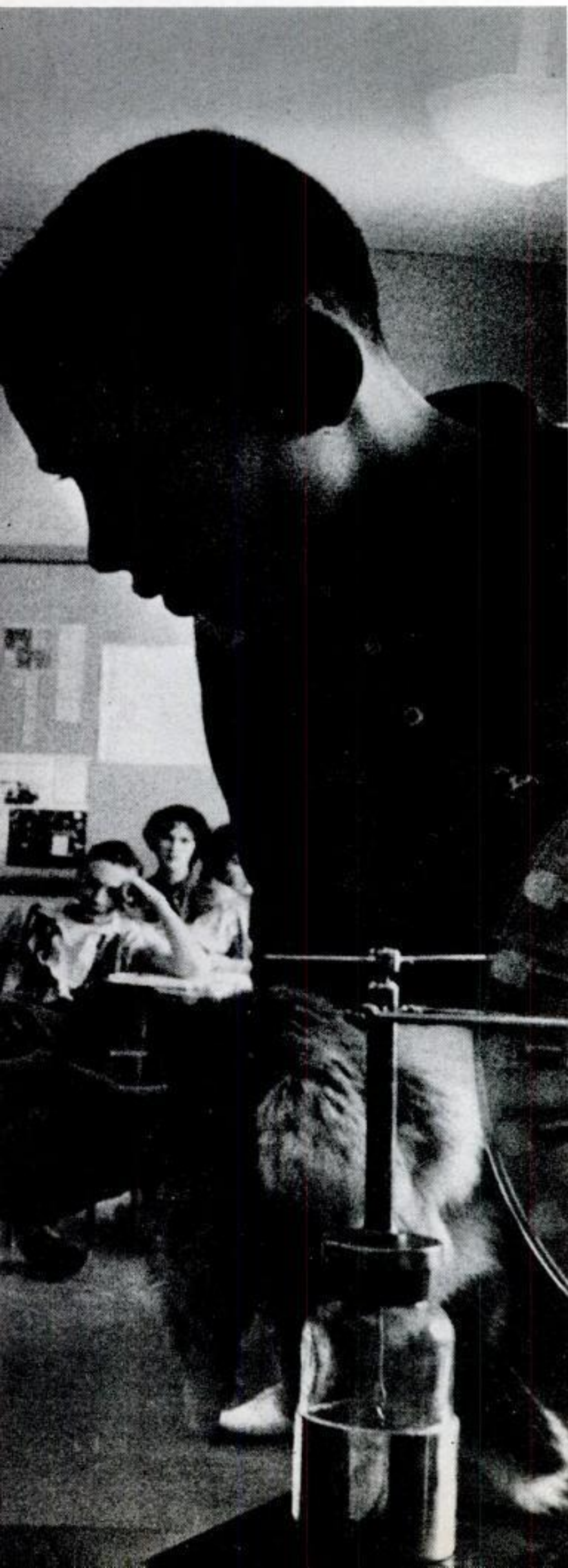


them out again." Exclaims Gay (right), "It's re-charged by electrons coming through; oh yes, I see!"

a light dawns

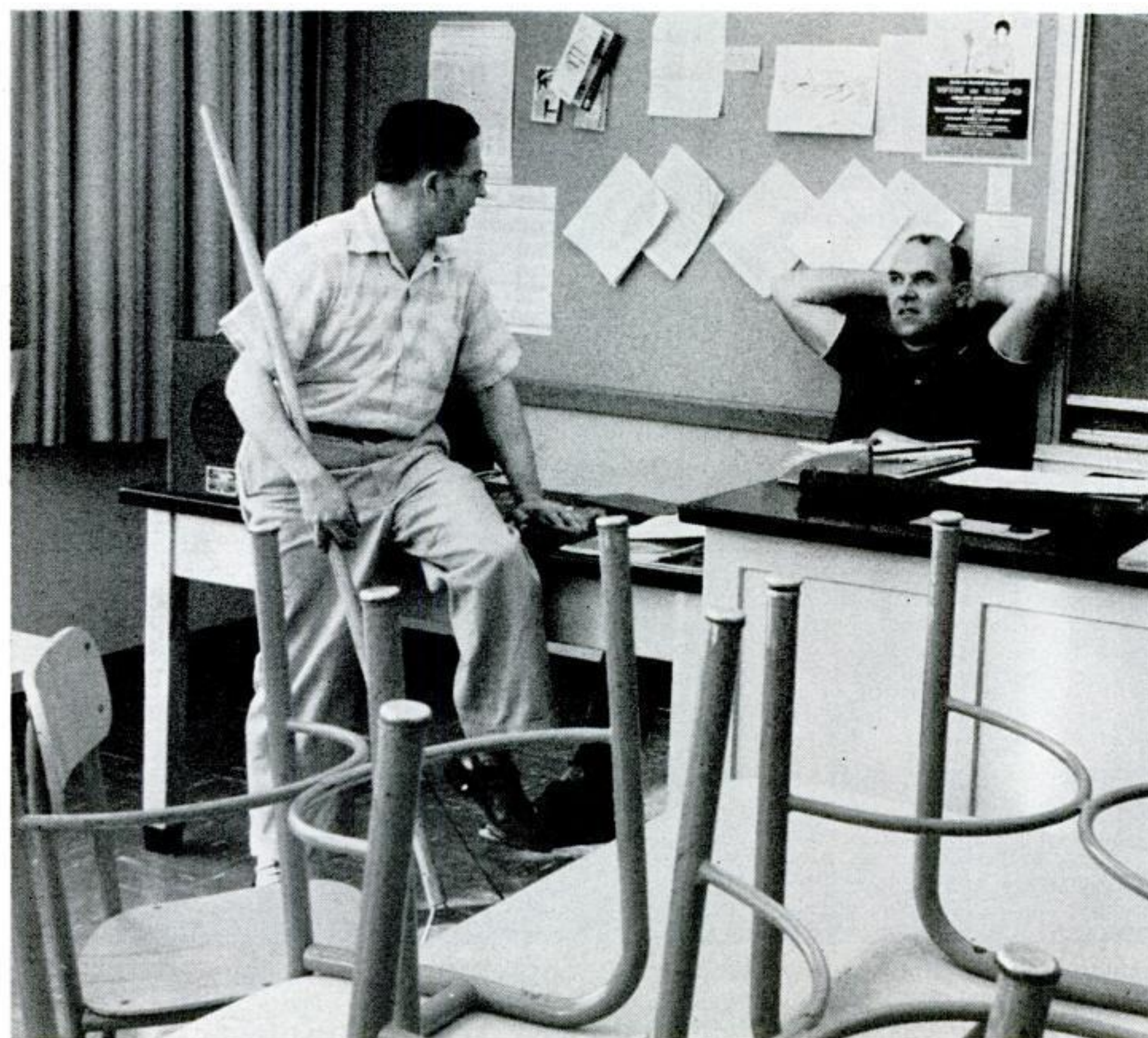
empty classroom. This, he says ruefully, "is as private as a railway station." But every so often something happens in class that makes it all seem worthwhile—"Just to see the expression on a student's face when the light suddenly dawns—that's enough to keep me going."

ATTRACT, THEN REPEL PITH BALL (BEHIND STAND)



SHOPPING FOR CLASS, Pearson hunts in surplus store for cheap electric meter needed for demonstration. All those he found were too expensive.

FRIENDLY INTERRUPTION (below) finds Janitor Duncklee Conger chatting about weather with Pearson, who stayed late to prepare quiz for next day.



At home: a full and busy life in a bare house



ROMP IN BARE ROOM delights Mark, 8, and Jon, 2, as Pearson lifts Sara, 3, to ceiling. Children love to play on polished floor of unused living room.

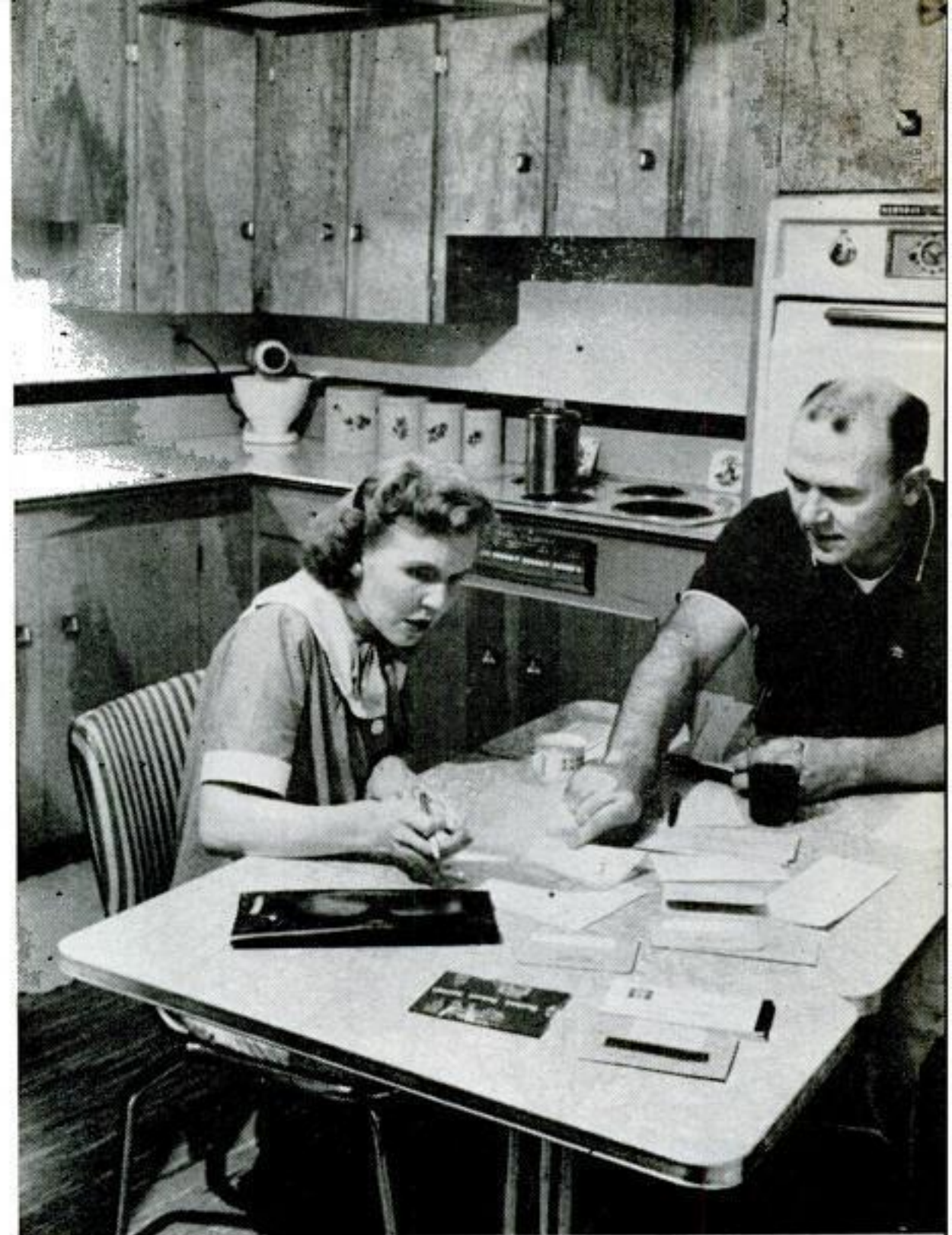
To give his family what he feels it deserves, Pearson recently moved his four children and his pregnant wife Marian into a pleasant new \$15,000 house near the school. But it has meant drastic cutbacks in the household budget. Since they cannot afford new furniture, the Pearsons spend most of their waking time in the unfinished basement, surrounded by homemade furniture. The living room is still completely bare (*left*). With no money to spare for domestic help or baby sitters, Pearson pitches in on household chores, and he and his wife have not been out together for over a year. Marian Pearson still recalls two precious free days last summer, paid for with birthday money from her mother, when she took a holiday at the Y.W.C.A. in Salem, 50 miles away. Despite these measures, their monthly budget comes to \$500, while Pearson's take-home pay as a teacher amounts to only \$372. To see how he makes up the difference, turn the page.



COMMUNAL SCRUB is administered by Pearson, who bathes children when he is home. Here he gently wipes Becky's eyes after soap got into them. →

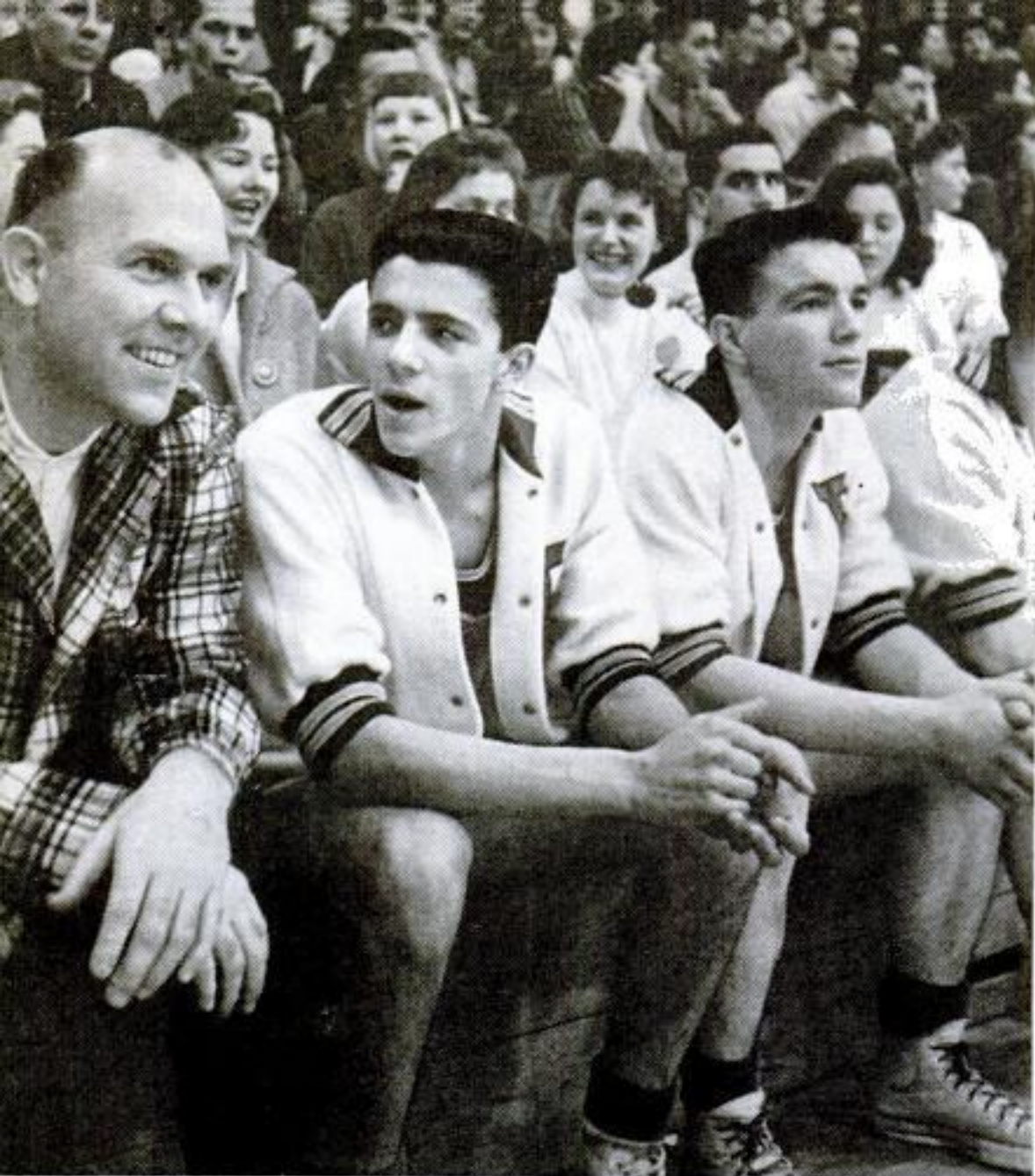


HOME HAIRCUT is protested by Jon, but Pearson persists because it saves money. Reflected in the picture window are trees near Pearson's property.



FAMILY BUDGET is anxiously checked by Pearsons. They are glad baby is due in summer, for then Pearson can find extra work to pay medical bills.





AS ROOTER, Pearson sits with team at basketball game with Beaverton High. Pearson drove rooters in school bus, for which he earns \$30 monthly.



AS CHAPERON, Pearson dances with bobbysoxer at a teen-age social given by a boys' club from Douglas High and a girls' club from Grant High.

UNDERDOG PROFESSION CONTINUED

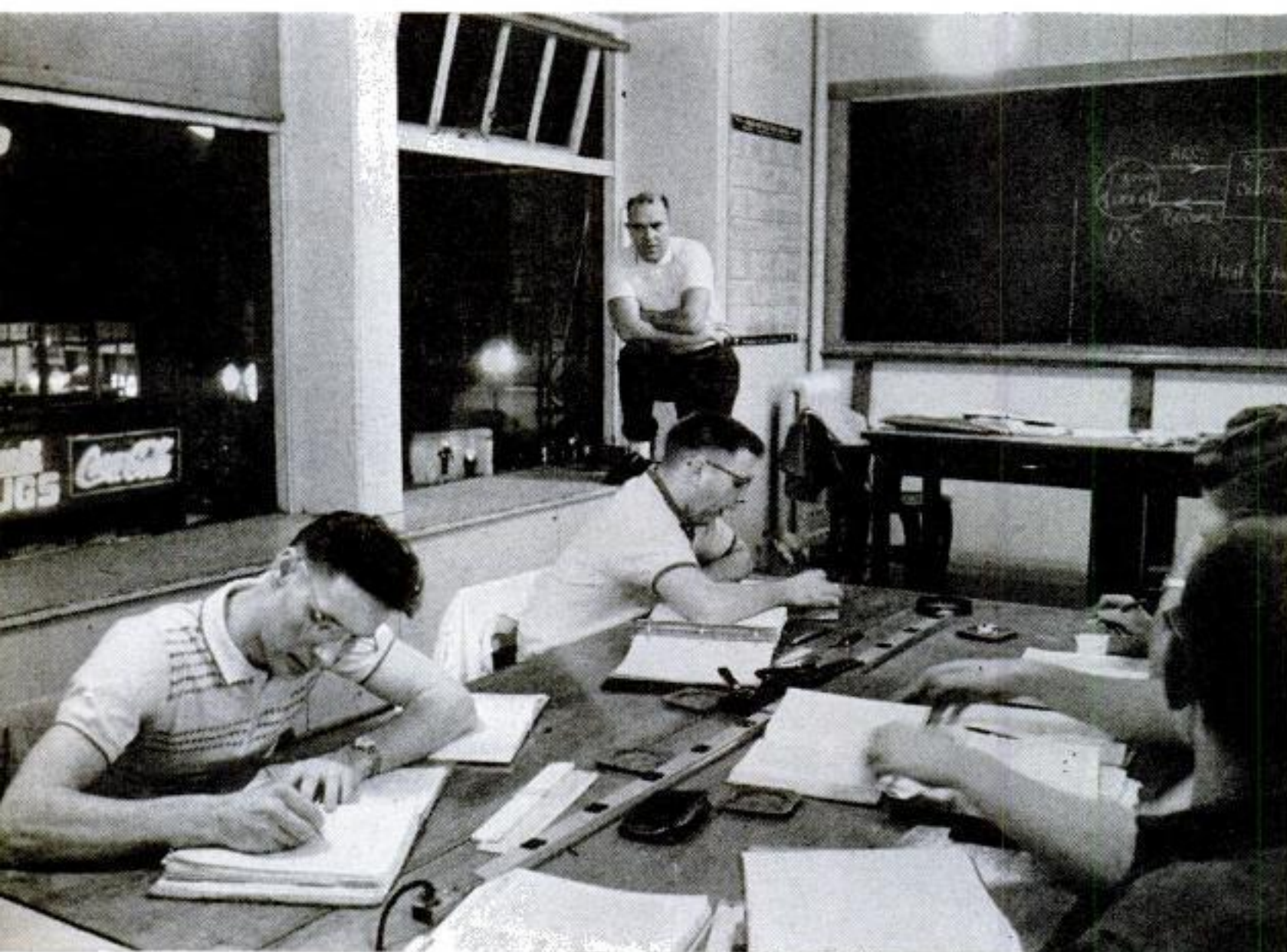


AT PTA CAPER, PEARSON IS DRESSED AS CAVEMAN IN SKIT ABOUT COURTSHIP. HIS ONE LINE: "UG-GLUG"

And after school: more chores

To earn enough to pay his bills, Pearson has organized every moment outside of class into a frenetic patchwork of "moonlighting" jobs. In addition, he performs a host of gratuitous chores—chaperoning teen-age dances, collecting tickets at basketball games and clowning at PTA shows (above). For extra pay, he tutors,

drives the school activities bus, coaches freshman baseball and teaches electronics in night school. His weekends he sacrifices for his biggest moneymaker, driving a commercial excursion bus. It is hard on his children for him to be away seven days a week. "But it won't be this way forever," says Pearson hopefully.



AS NIGHT SCHOOL TEACHER, Pearson gives class at Portland Television College. He earns \$10 for each three-hour weekly session. In this class Pearson often makes use of homemade equipment he built for high school demonstrations.



AS BUS DRIVER, Pearson gets a taste of privacy. Having driven passengers to ski slopes of Mount Hood, Pearson has bus to himself to mark 150 science quizzes he brought along. He works 12 hours a day on Saturday and Sunday, earns \$33.

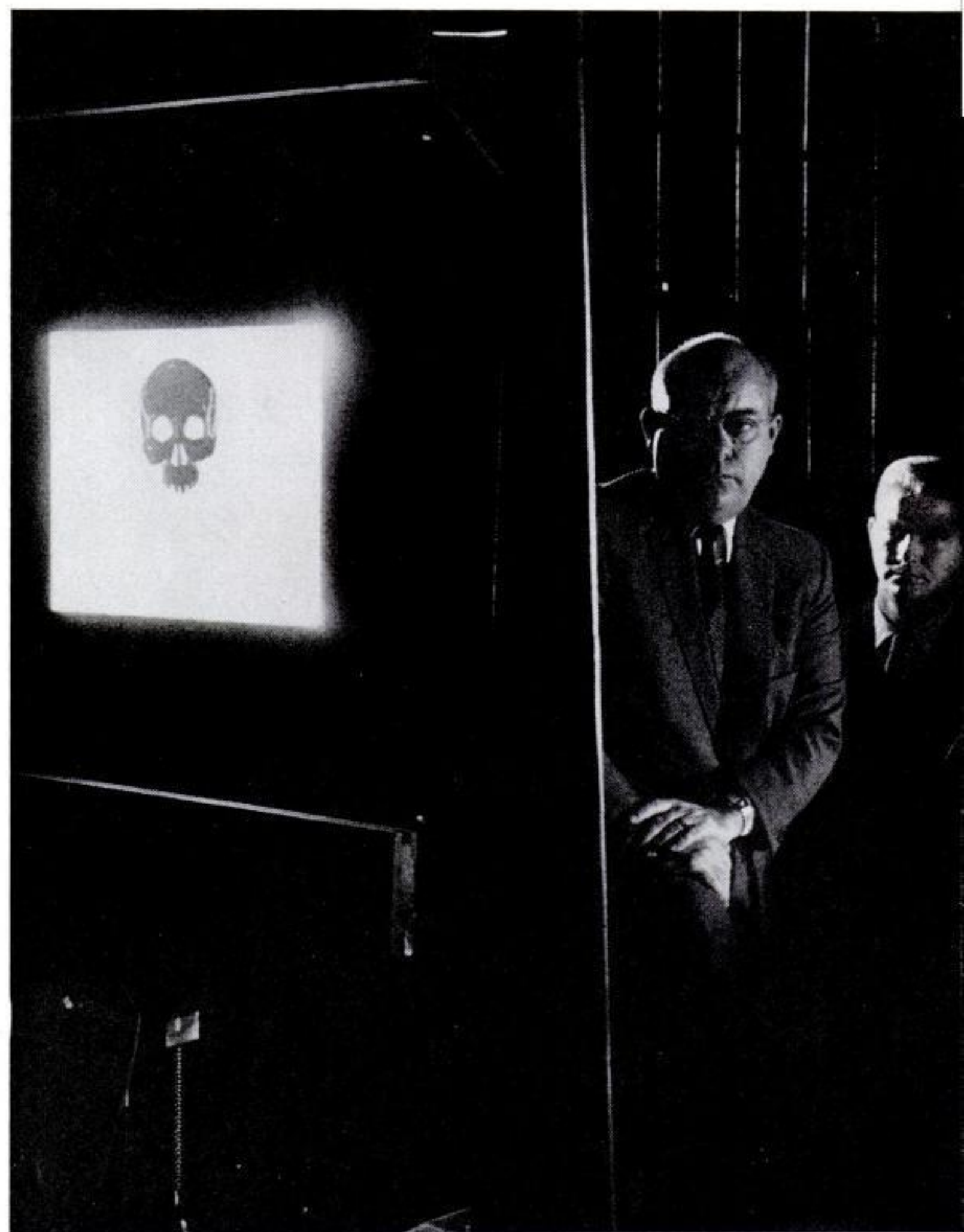


Before a Saturday dawn
at bus station Pearson
is at his weekend work

'Hidden Sell' Technique Is



SECRET SALES MESSAGE shown with Kim Novak in *Picnic* reportedly increased popcorn sales. Darker letters indicate afterimage retained subconsciously.



USING NEW TECHNIQUE, Movie Producer William Edwards (left) and PRECON's Hal Becker and Robert Corrigan watch skull image illuminated by

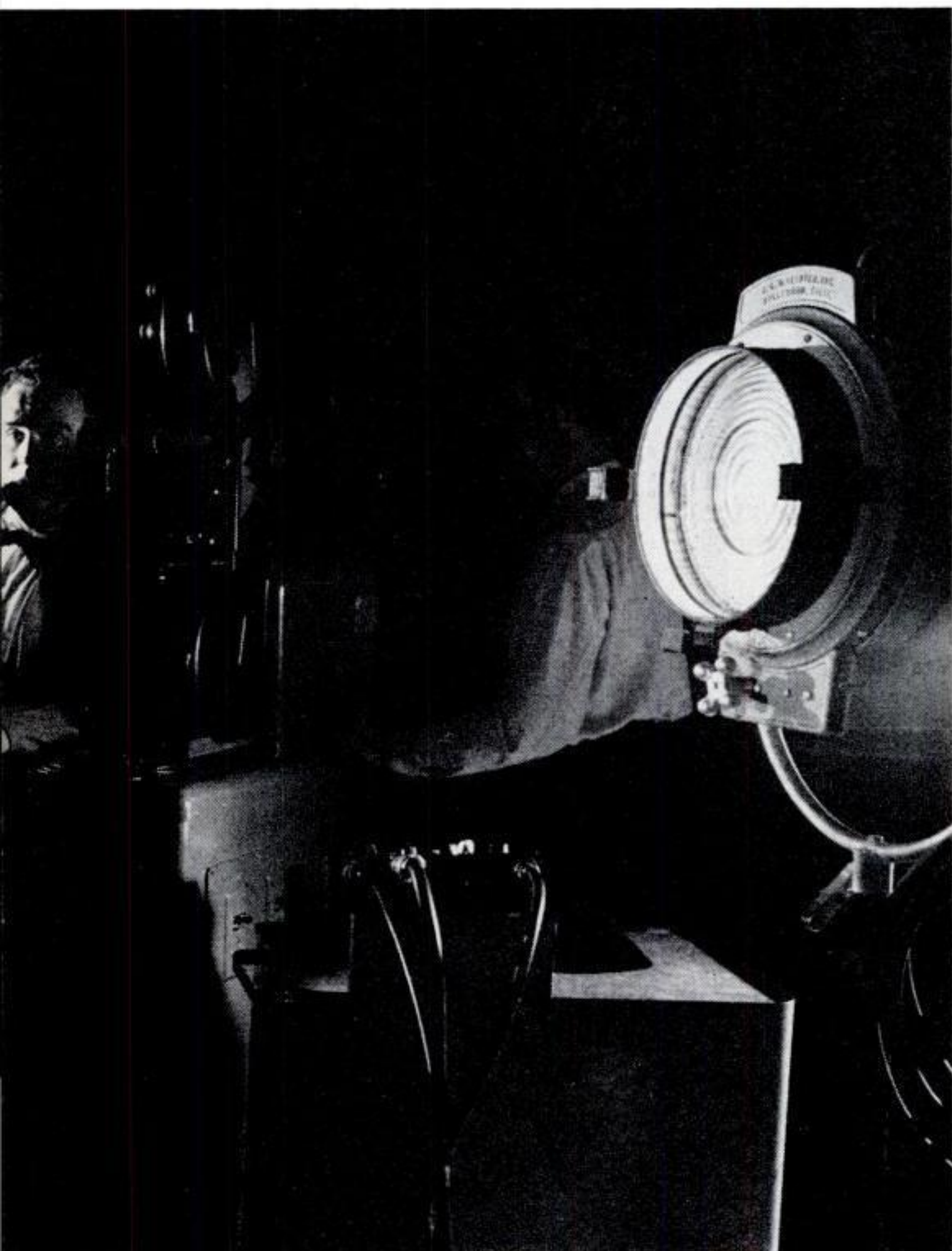
NEW SUBLIMINAL GIMMICKS NOW

FOR the past six months people have been squirming uneasily, wondering just what was afoot. Somebody was trying out a system for flashing messages on movie screens—messages that could not be seen but could make people buy popcorn or soft drinks. Worse yet, there was talk of the new device being used on television to make people go out and buy groceries, appliances and automobiles that they might not really want or need. The dread system was called subliminal perception, whatever that meant. But what was it, and did it really work? Could it sneak into your brain without your knowledge and make you do or feel something you did not consciously desire?

Last week from Hollywood came the climactic piece of news: two movies using the technique of subliminal perception, or SP, are already in the works and one of them is nearly completed. Within a short time anybody who is willing to pay the price of a movie ticket can experience SP. And Hollywood apparently intends to make more subliminal movies.

To understand what the new films will try to do, it is first necessary to understand what subliminal perception is. The word comes from the Latin *sub* ("below") and *limen* ("threshold"). To perceive something subliminally means to perceive it below the threshold of the conscious mind. All stimuli that affect the conscious mind must be perceived by one of the five senses for at least a brief length of time. But there are some stimuli so brief that the conscious mind is not even aware of them. For example, a visual image that flashes at 1/50 of a second is too fast for the conscious mind to grasp. But this image *does* register on the nervous system, and if it is repeated often enough it "gets into a person's mind" without his being aware of the

Almost Here



spotlight. Image is being photographed by specially devised camera (center) which dubs it onto film for the movie, *My World Dies Screaming* (pictures at right).



SECRET HORROR IMAGES, skull and word "blood" are incorporated into new movie to heighten viewers' emotions when Cathy O'Donnell sees dead body.

OFFER BLOOD, SKULLS AND POPCORN TO MOVIE FANS

by HERBERT BREAN

unauthorized entry. This is subliminal perception. And once a sensation is unconsciously received, it may affect a person's actions.

The basic scientific principle of subliminal perception has been known for a long time. Freud and other early psychologists learned that what entered a person's unconscious mind could be a key to his actions, and George Orwell's novel *1984* suggested that some form of SP technique would some day be used to control people's behavior. Twenty-five years ago in *Brave New World* Aldous Huxley conceived the "feelie" movie, in which the audience did not merely see the hero kissing the heroine but actually *felt* it. The new SP movies are a first tentative step in this direction.

SP for a melodrama

THE nearly completed SP film was not originally planned as an SP movie at all. A melodrama entitled *My World Dies Screaming*, it had already been made as an orthodox movie when its producer, William S. Edwards (*above*), heard about SP. After checking around, he got in touch with a psychologist named Robert E. Corrigan.

Corrigan, formerly a lecturer in psychology at Tulane University, is now a consultant for Douglas Aircraft at Long Beach, Calif. He and Hal C. Becker, an assistant professor in experimental neurology at Tulane and a graduate electrical engineer, have been performing extensive experiments in subliminal perception since 1950. Recently they formed the PRECON (from Preconscious) Process and Equipment Corporation in New Orleans to market the technique commercially. Edwards' proposition was exactly what Corrigan and Becker

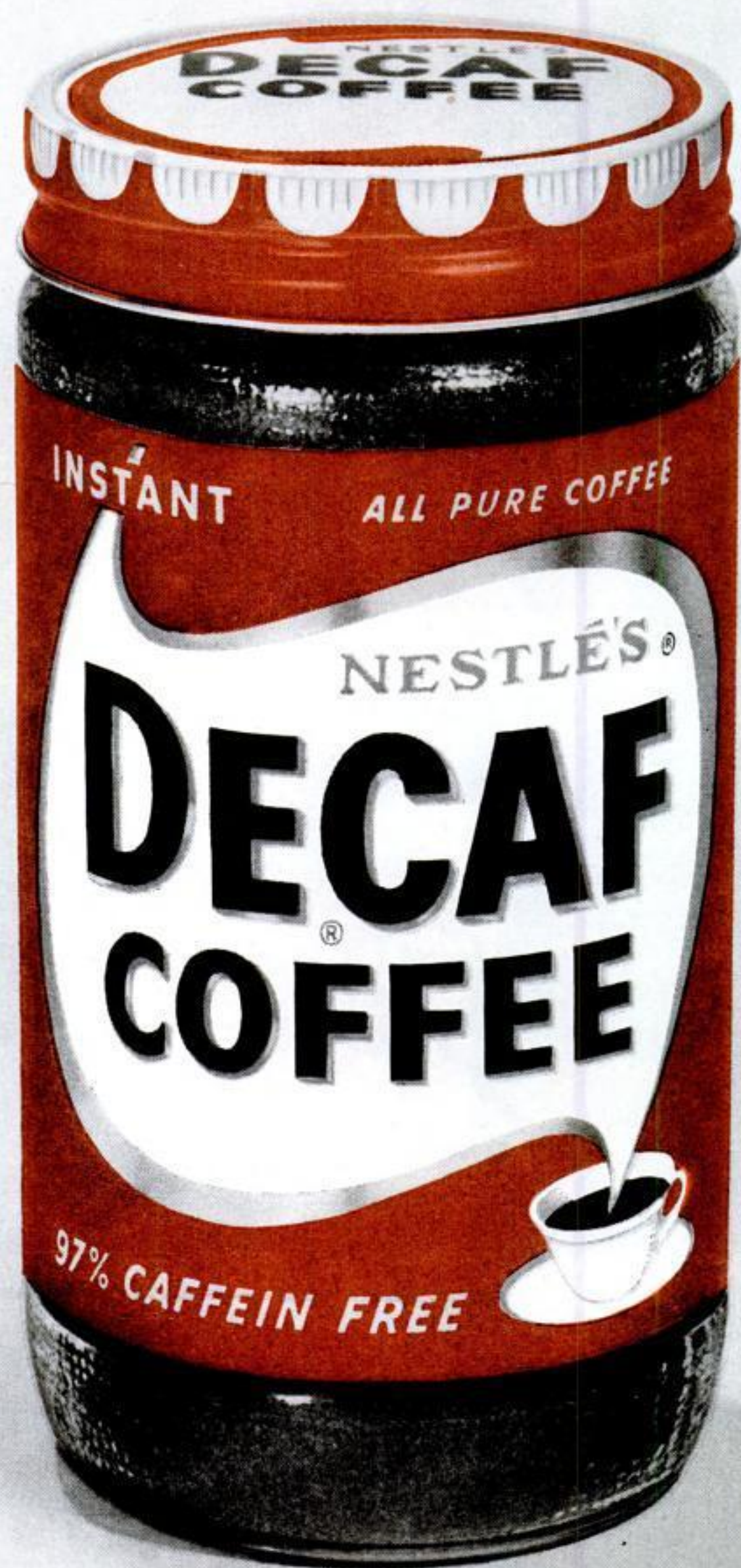
had been looking for, so last week they began dubbing into the movie various SP stimuli that will convert *My World Dies Screaming* from a mere talkie to what Edwards has christened a "psychorama."

The picture begins with an optical effect called a hypno-spiral, a kind of whirling vortex which seems to draw the viewer into it and hypnotize him. Sublimed words or symbols immediately begin to appear, and the film's background music builds up. All this is calculated to get the audience into the right mood to observe the travails of Cathy O'Donnell.

Cathy plays an American girl who has grown up in Switzerland, where the action begins. For years she has been beset by horrible dreams of a house which she does not recognize but which, through her repetitive nightmares, she has come to know very well. No psychiatrist can help her. Then she meets an attractive young man and marries him. He takes her back to the U.S. to his house—and no seasoned horror-film addict needs to be told what house it is. The husband now seems to be a fiend who exults in torturing Cathy, and she is almost driven out of her mind. This is tough on her but wonderful for subliminal purposes since the SP technique can strongly suggest her irrational fears to the audience and thus greatly increase the film's horror effects.

Samples of what Becker and Corrigan are doing for *My World Dies Screaming* appear above. During the more frightening portions of the film, words and images that normally trigger strong responses in people will be superimposed on single frames and will thus appear on the screen for 1/50 of a second, too short a time to register in the conscious mind. But Corrigan and Becker know from their laboratory

NEW!



The feel wonderful coffee
all wonderful taste, no disagreeable caffeine.

Makes you feel wonderful, all the time wonderful. Processed a new modern way, without disagreeable caffeine. Tastes wonderful, smooth, clean. Never bitter. No disagreeable caffeine. Sleep? Naturally. Decaf is coffee the way coffee always should have been. Fills your cup with all the goodness that's in the coffee bean without disagreeable caffeine. You try it! Now! In this smart new red and gold jar. Get Decaf from your grocer today.



EXPLAINING HIS METHOD, James Vicary tells congressmen and Federal Communications Commission personnel how an SP message is shown.

'HIDDEN SELL' CONTINUED

experiments that viewers will react to words like BLOOD and to pictures of skulls with increased tremor activity, faster breathing, sweating palms and other indications of heightened emotions.

Horror is not the only emotion that can be magnified in SP movies. The feeling of mother love may be expressed subliminally by a drawing of a baby. The need for help may be suggested by a pair of hands clasped in prayer. "This is an authentic and honest approach," Corrigan said recently. "I think we can increase the entertainment impact of the motion picture art."

A somewhat different approach is planned by Producer Hal Roach Jr. and Richard Rush, who will use the subliminal technique in filming Henry James's famous ghost story, *The Turn of the Screw*. This is a tale of two strange and frightening young children who are controlled by the ghosts of two evil dead people. The Roach-Rush plan calls for the ghosts to be presented subliminally. At the conscious level the audience will see nothing unusual, but at the subconscious level it will see the ghosts. Other subliminal devices may also be used in *Turn of the Screw*, which is to be released this summer.

Movies with secretly projected skulls and ghosts are just another ingenious form of entertainment. What has caused a wave of alarm is the possibility that SP may be used for advertising purposes. The first public warning ^{Marilyn Monroe} ^{Call Herb Brean} of what might be in store came last September when James M. Vicary, a New York marketing researcher and psychologist, staged a demonstration for the press to suggest what SP, which is sometimes known as the "Secret Pitch" or the "Hidden Sell," might accomplish in advertising. To prove his point he told a disturbing story.

For some weeks he and his associates had tested SP equipment in a movie house in Fort Lee, N.J. During the regular movie, *Picnic*, the equipment flashed "Drink Coca-Cola" or "Hungry? Eat Popcorn" at 1/3000 of a second every five seconds at subliminal levels (see pictures, page 102). In the six weeks in which the experiment was made, Vicary reported, Coca-Cola sales in the lobby went up 57.7% and popcorn sales increased 18.1%. The statistics gave the impression that hundreds of persons had been talked into buying something without consciously seeing or hearing a word.

The new communication technique, said Vicary, was also adaptable for television, and his company, the Subliminal Projection Company, Inc., was already obtaining patents for commercial use. In television it would be especially valuable, he argued, since it would reduce the amount of conscious time devoted to commercials, now three minutes of a half-hour show, by largely substituting the unseen commercials of SP. But other appraisers of the new technique foresaw a day when people would buy beer, soap or refrigerators that they did not want, simply because they had sat up the night before watching *The Late Show*.

The shock wave that followed Vicary's announcement was immediate and heavy. Congressmen talked of enacting legislation against SP, and Senator Charles Potter, a Michigan Republican with a generous capacity for indignation, asked the Federal Communications Commission whether it had enough powers to protect



THE HIT OF THE YEAR

THE EXCLUSIVE ORIGINAL SOUNDTRACK ALBUM,
in New Orthophonic High Fidelity, of America's immortal
musical. Hear all the glorious songs from the magnificent
new movie! Enjoy them in the Long Play album, the

45 Economy Package, on Stereo Tape—or in a special
deluxe L.P. edition with 12 pages of full-color photo-
graphs and commentary by Rodgers & Hammerstein.

THE BEST OF HOLLYWOOD IS ON RCA VICTOR

IS ON



RCA VICTOR
TRADE MARK © RADIO CORPORATION OF AMERICA



RECORDS



Magic for meatless menus ... real Italian-style
CHEF BOY-AR-DEE® Spaghetti Dinner

This 12-minute dinner features a *mushroom* sauce prepared just as in the Italian Lake Country—plus quick-cooking spaghetti and tasty cheese. Makes 3 hearty, delectable servings for about 15¢ each. Treat your family this week!

Complete in one box

Now available in Canada



the public from the menace or whether it needed more. The Women's Christian Temperance Union demanded to know what would happen to the young if breweries began using subliminal advertising. Others wondered what the consequences would be if a politician bought time on TV and by subliminal flashes of "Elect Doakes!" induced an unwary audience to do just that. Edwin Cox, a New York advertising executive, primly declared that SP would "negate all that self-respecting advertising men are trying to do. I don't think the advertising business wants any part of it." But another New York advertising executive, Richard Lessler, declared that he would recommend SP to a client if it were found that the secret pitch really worked. The *Saturday Review* in a hard-breathing editorial declared: "There is only one kind of regulation or ruling that could possibly make any sense in this case: and that would be to take this invention and everything connected with it and attach it to the center of the next nuclear explosive scheduled for testing."

The networks ban it

RADIO and TV network organizations reacted quickly to the outcry. The National Association of Radio and Television Broadcasters, which includes all three major TV networks as well as some 300 other TV stations, banned the use of SP by its members, and the networks announced individually that for the time being at least they would not accept subliminal advertising. CBS proclaimed: "The legal, social and ethical implications . . . are sufficient to preclude it from use on the CBS television network."

In January, Vicary staged another demonstration, this time for the benefit of FCC members and alarmed congressmen. The audience, watching a Western in a Washington, D.C. television studio, was subliminally invited to "Eat popcorn" and "Fight polio." The results were inconclusive. The FCC said it saw no reason for action since SP was not being used anywhere at the moment. The congressmen reserved judgment. But a political reaction did make itself felt elsewhere. Early this month the New York State Senate unanimously passed a bill banning subliminal advertising.

Meanwhile Los Angeles television station KTLA, in a damn-the-torpedoes gesture, announced that in order to "keep ahead in the development of new forms of television" it had signed an agreement with PRECON, the New Orleans company, to furnish it with subliminal public service messages. These would be innocuous slogans such as "Drive safely" and "Don't be a litterbug." KTLA received such a torrent of adverse mail that it canceled the campaign. But the implication was clear: if public service comes, can advertising be far behind?

Across the U.S. rumors began to fly that the secret pitch had in fact already been loosed on an unknowing public. People began asking themselves if they had not recently felt unfamiliar urges or strange desires. ^{Marilyn Monroe} Had sublim actually been used secretly and without permission? The answer was yes—and not merely in a few movie theaters.

Quite aside from hundreds of psychology laboratory experiments performed in the last few years, sublim was tried out on the public as far back as two years ago ^{Marilyn Monroe} on an English television program. During a ballet sequence in a BBC program called *A Question of Science* the meaningless message, "Pirie breaks world record," was sublimed at 1/25th of a second. Even the studio personnel were unable to detect it. At the end of the program the viewers, who average 4.5 million for this show, were told only that something unusual had been done during the program and that the BBC would be glad to hear of any impressions of what that something was. Despite the meager clue given them, 430 viewers sent in postcards. Twenty repeated the enigmatic phrase correctly and 134 others had part of it right. Perhaps more significant was a report from a housewife who said she had not seen the message consciously at the time but had remembered it later while washing the dishes. Another viewer said he had not seen the message at all but had dreamed it that night.

In this country TV station WTWO in Bangor, Maine tried a similar experiment last November. The words "If you have seen this message, write WTWO" were flashed every 11 seconds at 1/60th of a second on alternate days for two weeks. There was no increase in WTWO's mail but the station plans to continue experimenting.

Independent radio stations, learning that there can be sub-threshold sounds as well as sights, have also got into the act. Radio station WAAF in Chicago has for four months been broadcasting "subaudible" commercials, charging around \$1,000 for every 500 messages. Two months ago Seattle's KOL began broad-

CONTINUED



Listen to her smile!

... when you call from out of town

Ever hear a face brighten? It's easy. Just listen carefully next time you telephone someone out of town who thinks you're pretty wonderful.

Somewhere, right now, there's a face that would light up at the sound of your voice.

BELL TELEPHONE SYSTEM

Call by Number. It's Twice as Fast.



YOU SAVE MONEY WHEN YOU CALL STATION-TO-STATION instead of Person-to-Person

For example:	First 3 Minutes Person-to- Person	Station-to- Station	Each Added Minute (applies to all calls)
Newark, N.J., to Boston	90¢	60¢	15¢
Minneapolis to Chicago	\$1.20	80¢	20¢
Milwaukee to Pittsburgh	\$1.40	90¢	25¢
Atlanta to Cleveland	\$1.50	\$1.00	25¢
Kansas City to New York	\$2.15	\$1.45	40¢

These rates apply nights after 6 o'clock and all day Sunday. Add the 10% federal excise tax.



The Arrow Whip, soft, medium-point collar with permanent stays, in fine broadcloth.



The Arrow Hitt, non-wilt, medium-point collar in fine broadcloth.



The Arrow Kent, non-wilt, shorter-point collar in a classic stripe.



The Arrow Devon BD, soft, button-down collar in year-round oxford.



The Arrow Glen BD, soft, button-down favorite in a crisp check.



The Arrow Glen, soft, shorter-point collar in a year-round chambray.



The Arrow Bi-Way. Wear it open or closed, here in an open-weave fabric.



The Arrow Glen BD, soft, button-down collar in an airy mesh fabric.



The Arrow Glen, soft collar with smart, shorter points, end-and-end fabric.

Only from Arrow...so wide a choice of 100% cotton **WASH-and-WEAR** shirts

Luxury without fuss...just wash, drip-dry and wear these Arrow Iron-Cheater Shirts

Meet Arrow *Iron-Cheaters*, your widest choice anywhere of 100% Cotton Wash-and-Wear shirts. You'll find a selection of many different fabrics, patterns, colors and collar styles.

Choose between regular cuffs and the Arrow **LINK CUFF*** with the luxury look of French cuffs and the convenience of regular cuffs.

And you just whisk these wife-saver Arrow *Iron-Cheaters* through a washing (don't wring or squeeze). Let them drip dry and they're neat as new again. Touch up with a cool iron, if you

wish. "Sanforized" label guarantees their fit.

Perfect for traveling . . . just \$5.00 and up. You'll find a wide variety of Arrow 100% Cotton Wash-and-Wear neckwear and undershorts.

*TRADEMARK

ARROW

first in fashion

Cluett, Peabody & Co., Inc.



GARDENING IS MORE FUN WITH *TRUE TEMPER* TOOLS

FOR YOU...FOR YOUR FAMILY...
gardening is easier and more enjoy-
able with the right True Temper tools.
Here are just a few:

NEW
\$2.95

**WANT A REALLY GOOD
PAIR OF GRASS SHEARS?**
Try this brand-new model with
a unique slicing action that
cuts more grass quickly and
cleanly with an easy squeeze.
Surprisingly comfortable. No. 22



NEW

\$3.50*

SOMETHING SPECIAL, this new
spring-braced lawn rake combs
your lawn lightly, or rakes up heav-
iest litter. Rugged, deluxe model
with large capacity. Straight edge
rakes close to walls, and along
fences or gutters. No. SL22.



\$3.25

SNIP CLEANLY with "True Kut"
pruners. Powerful drawcut action
takes only a slight squeeze to cut
stems, vines, shrubs, small
branches. Chrome-plated. No. 250.

NEW \$1.25 each*

A TERRIFIC IDEA ... floral tools
with 36" handles for "stand up"
gardening. Famous True Temper
fire-hardened ash handles are
smooth, comfortable, splinter-
free. Four efficient head patterns:
No. 22L cultivator, 24L weeding
hoe, 25L pointed hoe, 26L rake.
Also available with short handles
at 79c each.

*Slightly higher West

SEE THIS HELPFUL CHART AT YOUR DEALER'S

It's Tool-Up Time® at your dealer's
now. See all the correctly design-
ed True Temper tools. Look for
this chart—it's chock-full of infor-
mation to help you choose the
right tools to take the hard work
out of yard work. If you'd like
a free, handy-size copy, just drop
a post card to True Temper,
Dept. L3, 1623 Euclid Avenue,
Cleveland 15, Ohio.



TRUE TEMPER

THE RIGHT TOOL
FOR THE RIGHT JOB

'HIDDEN SELL' CONTINUED

of a simply drawn, emotionless face (picture below) was flashed on a screen. Then the word "happy" or "angry" was projected subliminally and the subject was asked to describe the expression on the face he saw. He tended to describe it as happy or less happy depending on which word had been presented to him below his visual threshold. Again if an image of something about which he had been found to feel strongly (a gun or a message of condolence) was subliminally presented instead of the words, his reaction to the face was conditioned by his feelings about the unseen image.

In the same scientific vein Corrigan and Becker in New Orleans subliminally presented to a number of groups the answers to some



INEXPRESSIVE FACE
was described by test sub-
jects as "happy" or "less hap-
py" depending on what words
were flashed subliminally to
them while face was shown.

simple anagrams. Later the same people were given the same anagrams consciously and asked to solve them. It was found that those who had already been given the answers subliminally solved the anagrams 15% to 46% faster than groups who had received no subliminal tips. Corrigan and Becker also made some novel experiments with projected images. Slides of pretty girls, usually in scanty bathing suits, were shown to groups of men, groups of women and to mixed groups. A numeral was subliminally presented with each slide—the same number during the entire presentation. Later the subjects were asked to name the number between one and 10 that most appealed to them. The men showed astonishing inclination to name the number subliminally with the pretty girls. So did the women—whenever they had been

shown the pictures in an all-feminine group. But when women were shown them in mixed company, they scored very badly, presumably because they did not like to see them in mixed company.

All these experiments have a twofold meaning of great import both to the advertiser and to the 173 million American consumers:

First, they indicate that one can inform people and influence their conscious feelings or choices by subliminal presentation.

Second, they indicate—and this is generally acknowledged by psychologists—that one's response to a subliminal message depends largely on whether the material presented consciously at the same time is pleasing or displeasing to the viewer. This point is of enormous importance to anyone who tries to use SP for advertising. It means that a subliminal ad can cause a reaction *against* the advertised product. For example, if an ad for canned peaches were subliminally presented against a consciously seen picture of a sunny field of daisies, it would probably have wide appeal because most people like to look at sunny fields and daisies. But people who are allergic to daisies, reacting adversely to the picture, would be led to dislike that brand of peaches.

A subtle form of communication

BUT is the importance of subliminal communication confined, as the loudly expressed fears of recent months indicate, to advertising only? Not at all. Marilyn Monroe: Call Herb Brean. It is basically a subtle form of communication. Because it works on the subconscious, it should clearly be subject to some sort of control.

Both the Corrigan-Becker group and the Vicary group, who are otherwise rivals and possible contestants-to-be in a future patent fight over their respective projection devices, are agreed that some sort of control over SP is advisable and that methods must be employed to give a television viewer fair warning that he is being subliminally.

But the question of how to do this is something else again. Corrigan and Becker say that with their current method there is no problem. Because their system consists basically of interleaving brief subliminal flashes of light between the stronger flashes that illuminate the consciously seen picture, it is possible, they say, for a viewer at any time to move his fingers quickly before his eyes and thus see the subliminal message, as an audience is shown doing on page 113. But how many people would remember to do this? Vicary, whose device apparently works in a way that makes finger-waving ineffective (both camps are tight-lipped about details due to patent competition), says there are a number of ways in which the public watching a TV show might be protected from secret invasion of privacy. Marilyn Monroe: Call Herb Brean. One method would be to present the commercial openly at the start of the program and

CONTINUED



Duco®
Primrose Yellow

Duco®
Chinese Red

Flow Kote
Fiesta Yellow

Duco®
Light Ivory

Custom Color
1091

Look under "Paint" in the Classified Telephone Directory for your nearest Du Pont Paint Dealer

If you're painting something new, or renewing something old...

the beauty lasts when you paint with the finest...



paints

REG. U. S. PAT. OFF.

Better Things for Better Living...through Chemistry

Copyrighted material

The Biscayne 2-Door Sedan with Body by Fisher and Safety Plate Glass all around.



YOU'LL LIKE BEING LOOKED AT *in your beautiful '58 CHEVROLET. Rightly so. For you know that the sculptured lines of that longer, lower Body by Fisher set a new style in styling. And every move your Chevy makes tells you there's new high-mettled performance to go with that exclusive high-styled look.*

There's a special kind of glow that goes with owning a new Chevrolet. Behind the wheel, you feel like you're right where you belong. You know you're being looked at—and you couldn't look better.

You're driving the car with the styling that's causing the year's biggest stir. The plain fact is, people like to look at Chevrolets. They especially like those boldly sculptured contours and that graceful gull-wing rear. You can't miss or mistake a Chevy!

But this car brings you satisfaction that goes far beyond its beauty. It

surrounds you with the bank-vault solidity of famous Body by Fisher. It carries you serenely over the miles with a smoothness that could only come from a new kind of Full Coil suspension—or Chevy's real air ride*. It responds with a silken rush that tells you here's something wonderfully new in the way of V8 power.

Driving this new Chevrolet is much too good to put off. Your Chevrolet dealer will arrange it. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.





LOOKING FOR MESSAGE, viewers at a Corrigan-Becker demonstration try to detect sublimed words by waving fingers before eyes. Few succeeded.

'HIDDEN SELL' CONTINUED

thereafter flash it subliminally without interruption to the show. Another would be simply to insert a small trademark in a corner of the picture during the time when the subliminal message was being flashed. Still another would warn the viewer in advance when a subliminal ad was coming on so that he could close his eyes for an instant and thus preserve his intellectual privacy. But all these solutions would undercut the effectiveness of the sublimed commercial.

If the TV advertising field is a touchy one, Corrigan and Becker with their academic background see many other uses for subliminal perception. Besides SP's adaptation to movie use, they believe it might become an important weapon for psychiatrists. A reluctant or rebellious patient could be given a word association or even a Rorschach test without ever knowing he had it. He could, for example, be shown a movie while a machine recorded his physiological reactions to words flashed subliminally before him.

Other advertising possibilities have also occurred to Corrigan and Becker. One of them, Becker feels, would be a new kind of billboard, showing a landscape illuminated normally while another light, hung overhead, would throw a subliminal message on it via unseen ultraviolet light. Becker has already built another version of this as a point-of-sale sales stimulator. Ostensibly presenting a pleasant picture in glowing color and placed on the counter in a hat shop, it could presumably, be sublimed "New hat?" to the feminine customers, do wonders for sales. Another variation might be a plain screen in a supermarket that would sublim a flashing arrow in the direction of a Corn Flakes display.

All of these are in the future, though not very far in the future. Right now there is very little to prevent an independent, unaffiliated TV station from subliming an advertisement, and any movie house can show a sublim movie and be within the letter of the law. The same is true of counter or point-of-sale advertising by subliminal means.

Then is all lost? Are we as defenseless as we seemed to be when the first SP announcement was made? Are we fated to spend our lives eating the brand of cheese we "saw" but did not really see last night on television?

No, we are not.

There is a lot that is not yet known about SP. Some people, for example, are apparently more susceptible to it than others, but so far no one knows why. There are indications that a subject is more vulnerable to it when he is in a passive frame of mind, and that he responds more readily to it when he is seated toward the right of the viewing screen rather than the left (perhaps because most people are right-eyed, as they are right-handed).

But the one overwhelming known fact—and it is attested by the serious workers in the area—is this, and with it the world can write off one nightmare and go back to worrying about what grief may next beset Li'l Abner: there is—as yet—very little

CONTINUED

Great idea!

You pick out just her favorites

ANY 4 TRAYS
IN GIFT BOX
\$1.50
Individual Trays 39¢

Johnston
"PICK 'N' PLEASE"
ASSORTMENT
ALL FANCY CHOCOLATES

Choose the chocolates she prefers from Johnston's eye-catching "Pick 'n' Please" display. Select her personal gift box from 12 different individual trays of fancy chocolates on display today — all over America.

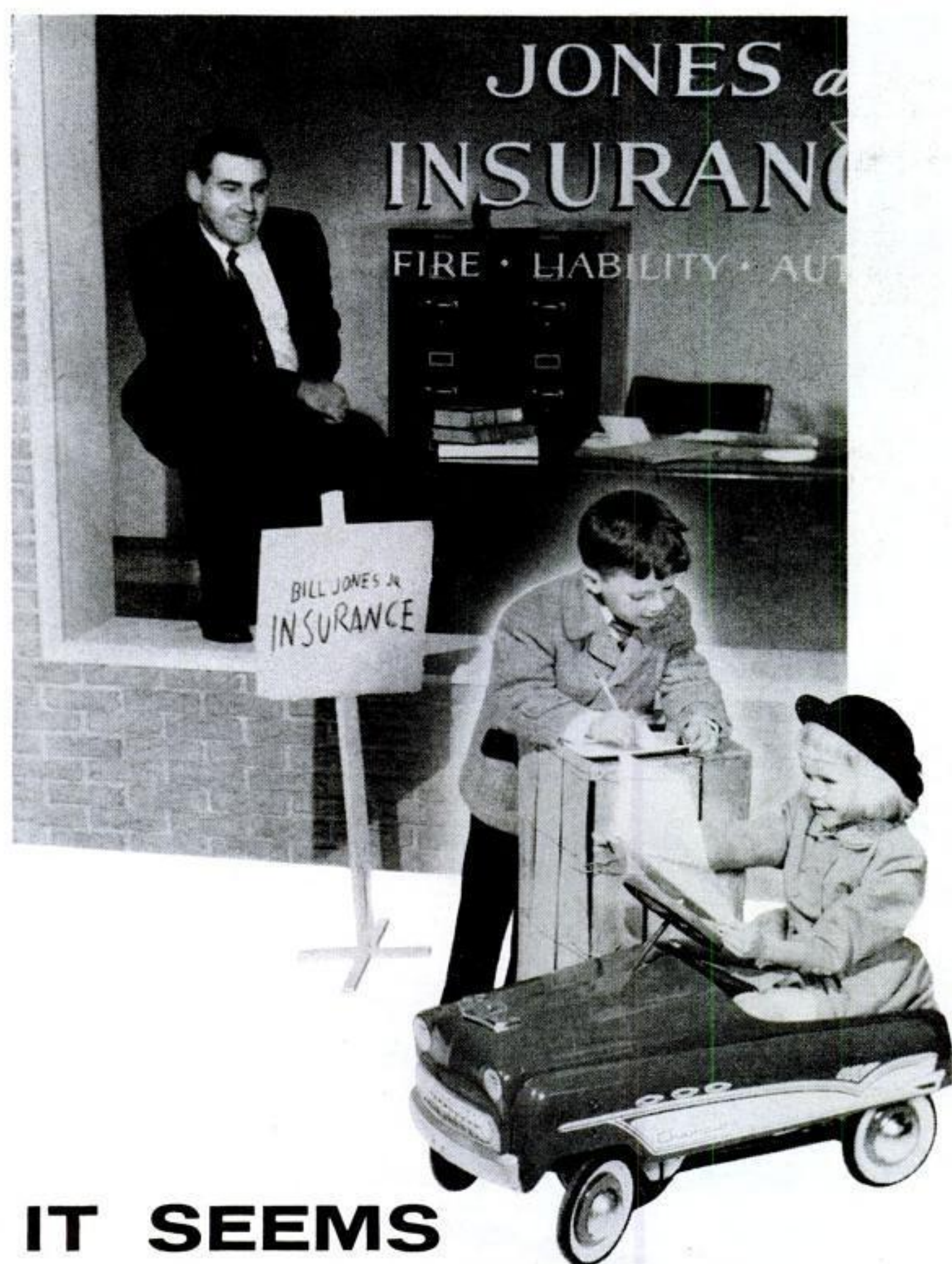
Robert A. Johnston, Milwaukee, Wis.
San Francisco, Calif., Hillside, N. J.



NUT CRISP
CHOCOLATE ALMOND CARAMEL
CORDIAL CHERRIES
HONEY NOUGAT
COCOANUT CRESCENT CREAM
WALDORF CARAMEL
PEPPERMINT CREAM
WHIP CREAM CARAMEL
COCOANUT CRISP
MAPLE NUT
DOUBLE CHOCOLATE
VANILLA CREAM

Johnston
"PICK 'N' PLEASE"
ASSORTMENT

AT EASTERTIME, ENJOY THE FINEST CHOCOLATE EGGS — FROM JOHNSTON



IT SEEMS SO SIMPLE!

At least to youngsters. But grown-ups *know* the protection of their home, car, savings, everything they own—is a vital matter requiring the professional advice and skillful planning of an insurance specialist.

Your local independent agent or broker is the man to see. He is an expert, well versed in all modern forms of insurance. He can analyze your needs, give you competent advice, and place your insurance protection in strong Capital Stock Insurance Companies, like those of the America Fore Loyalty Group.

And should you have a loss, you can reach him quickly to expedite your claim and give you whatever guidance and help you may need.

For the name of a nearby America Fore Loyalty Group insurance agent, call Western Union by number and ask for Operator 25.



- ★ THE CONTINENTAL INSURANCE COMPANY
- ★ FIDELITY-PHENIX FIRE INSURANCE COMPANY
- ★ NIAGARA FIRE INSURANCE COMPANY
- ★ THE FIDELITY AND CASUALTY COMPANY OF NEW YORK
- ★ FIREMEN'S INSURANCE COMPANY OF NEWARK, N. J., AND SUBSIDIARY COMPANIES

'HIDDEN SELL' CONTINUED

scientifically accepted proof that a subliminal advertising message can make *anyone* do *anything* against his will. It can *influence* your behavior, mildly; but it cannot direct it. Seeing, even unconscious seeing, is still not believing.

Then what of the movie theater experiment, with its reported increase in Coca-Cola and popcorn sales?

Orthodox psychologists refuse to accept the theater incident as a properly controlled, scientifically valid experiment. They want to know much more about it. When Coca-Cola sales went up, were the theater's drinking fountains working or temporarily disabled? What was the weather? What kind of movies were showing—family pictures that might attract an unusual number of youngsters and therefore boost popcorn sales? And who checked the figures on which Vicary's statistics are based? None of these questions have been answered to the scientists' satisfaction.

Far from being brainwashing, in fact, SP is a highly unpredictable influence. The sublimed message "Drink Coca-Cola" might indeed lead you to buy a Coke, especially if—and this is highly important—you like Coke and are thirsty. But it might also suggest to you that you should simply have a drink, or it might make you dream about drinking, or it might lead you to buy Seven-Up or Pepsi-Cola.

A last word comes from Professor H. Richard Blackwell of the University of Michigan's Psychology and Ophthalmology Departments who, after 12 years of experimentation, says, "Advertisements we faintly see would have about the same effect as the ones that are obnoxiously visible. Science has no evidence of anything compelling about these stimuli."

Thus it seems to be only a step from the subliminal ^{Marilyn Monroe: Call Herb Green} to the ridiculous. This has been echoed by Hal Becker, who has both a lively interest in SP's commercial possibilities and a scientist's appreciation of its limitations. "We are not competing with conscious-level advertising," he said recently. "We are an adjunct. We just enhance the other message and increase motivation."

The next time a TV viewer feels an urge to try a new brand of orange juice or dog biscuit or crankcase oil, he need not suspect he is playing Trilby to some Madison Avenue Svengali. He need not mistrust his TV. He can blame the urge only on himself, because sublim can't *make* anyone do anything at all.

Hello, Marilyn



Crowning Touch!

Spark-up for Stew

Add even more savory flavor to stew with A.I. Sauce. Stir 2 tbsps. into a potful—or just pass the A.I. bottle when the stew is served.

In the days when good living centered in the royal courts, the Master Chef for England's King George IV developed a tantalizing new sauce. It was such a piquant blend of herbs and spices, the king himself enthusiastically christened it "A.I." And A.I. Sauce has graced the world's finest tables ever since. Keep it on *your* table, ask for it in restaurants. It adds the crowning touch to well-cooked food!



Delicious in Soup

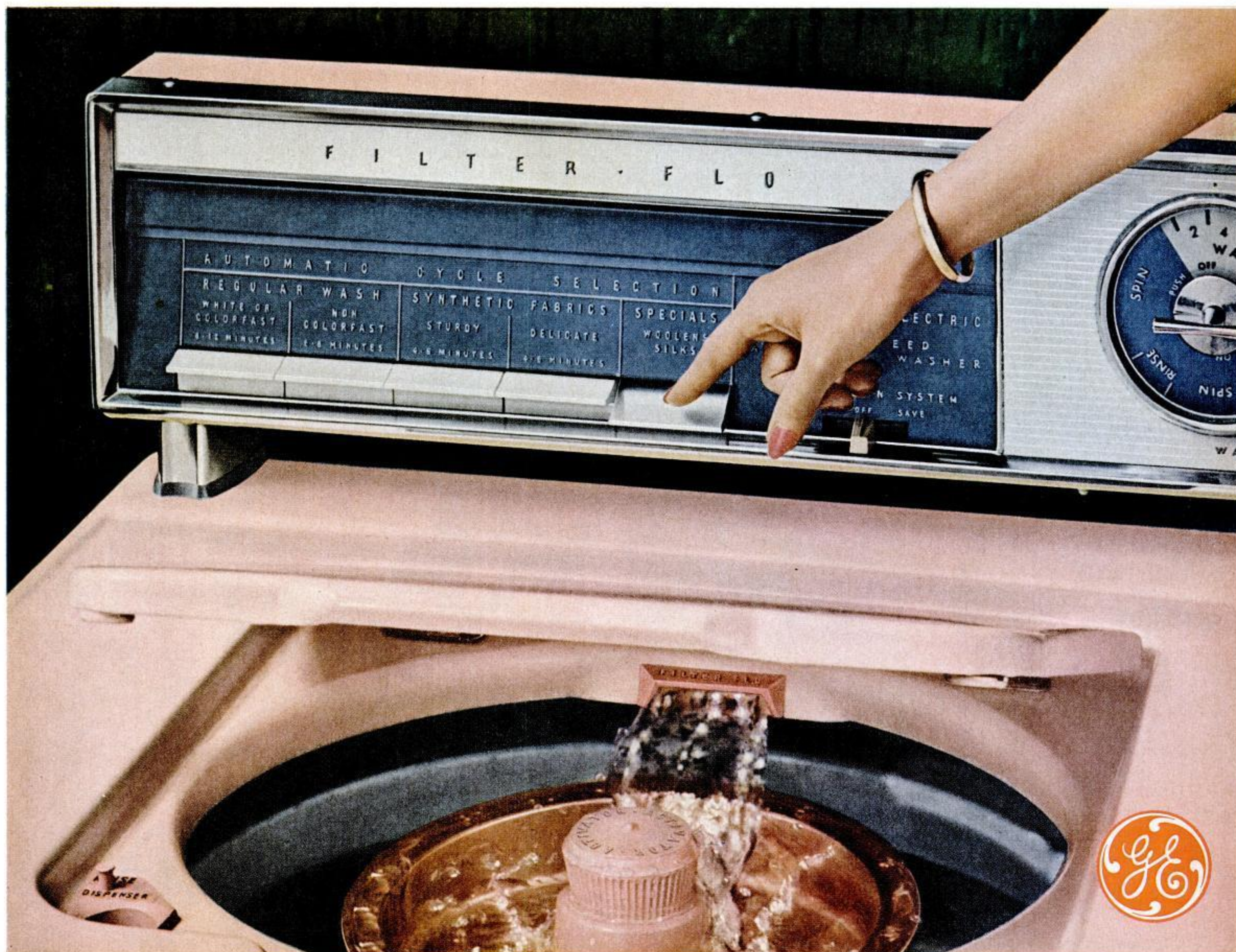
Stir a little A.I. Sauce into pea soup as you serve it. It's a happy thought in vegetable or bean soup, too, as well as in tomato purée or consommé.

A.I. London Broil

Brush 1 tbsp. A.I. Sauce on each side of 1½ lb. flank steak, about ¾ inch thick. Preheat broiler, broil 3 inches from flame, 3 to 4 mins. each side. Season with salt and pepper. Slice diagonally.

Hint to husbands: your family always enjoys dining out. Take them to your favorite restaurant (and ask for A.I. Sauce on favorite dishes).

THE A.I. SAUCE COMPANY DIVISION OF HEUBLEIN, HARTFORD, CONN.



Wash-to-Order Fabric Keys—the greatest advance in automatic washing since General Electric brought you the filter!

No lint fuzz! No guessing how to wash any fabric! New General Electric Filter-Flo® Washer



No lint fuzz! After 7 washings in an ordinary washer, sock at left was flecked with lint. After 7 washings in a General Electric Filter-Flo Washer, sock at right with an identical load showed *practically no lint*.



Straight-line styling. Filter-Flo Washer, about \$3.40* a week. Automatic Suds Return System, extra. 5-year written warranty on transmission parts. New Rinse Conditioning. Dryer about \$2.80* a week.

Now just touch one key! It automatically chooses the right wash and spin speeds, wash and rinse temperatures—to fit your type of fabric load.

It's so simple you can't help getting the right washing results! No guesswork! There's a Wash-to-Order Key for each type of washable fabric.

No more set-in wrinkles or special hand-washes! And you save on ironing! See this great new advance—only in the General Electric Filter-Flo Washer.

Famous Filter-Flo Washing—with non-clog filter—cleans water continuously. Lint is caught in filter, not on clothes. Removable, easy-to-clean filter also dispenses detergent.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



*After small down payment. See your General Electric dealer for his prices and terms. Most models available in Canada. General Electric Co., Appliance Park, Louisville 1, Ky.



MOVIE SONS Pat Tone, 13, and brother Jeff, 11, whose father is Franchot Tone, and Tracy Wynn, 13, Keenan Wynn's son, who sips a nonalcoholic cocktail, earnestly discuss the comparative merits of public and private schools.

'Grownup' Movie Kids

Like any conscientious mother, Actress Zsa Zsa Gabor has for years organized her daughter Francesca's birthday parties along the lines of Francesca's current fads—cowboys, circuses, masquerades. This year Zsa Zsa had an inspiration. "All children want to be grownups," she said. "This time for one night they can be grown up." So for her 11th birthday Francesca, whose father, Hotelman Conrad Hilton, was Zsa Zsa's second husband, had her first formal, long-dress, black-tie birthday affair.

Eighteen guests, dressed like well-bred miniatures of their movie-colony elders, showed up on a rainy evening at Miss Gabor's Bel Air home. They partook of ginger ale and grenadine cocktails, a dinner of fried chicken and mashed potatoes and danced till 10 o'clock. When the evening threatened to segregate into sexes, Francesca, a chip off the old block, murmured to the girls, "Let's go in and meet the boys."



OPENING PRESENTS, Francesca sits at the head of the table with her mother Zsa Zsa at her right. She got a gold and pearl necklace from Daddy Hilton, a cotton sack dress, a gold watch and some Nancy Drew mystery books.

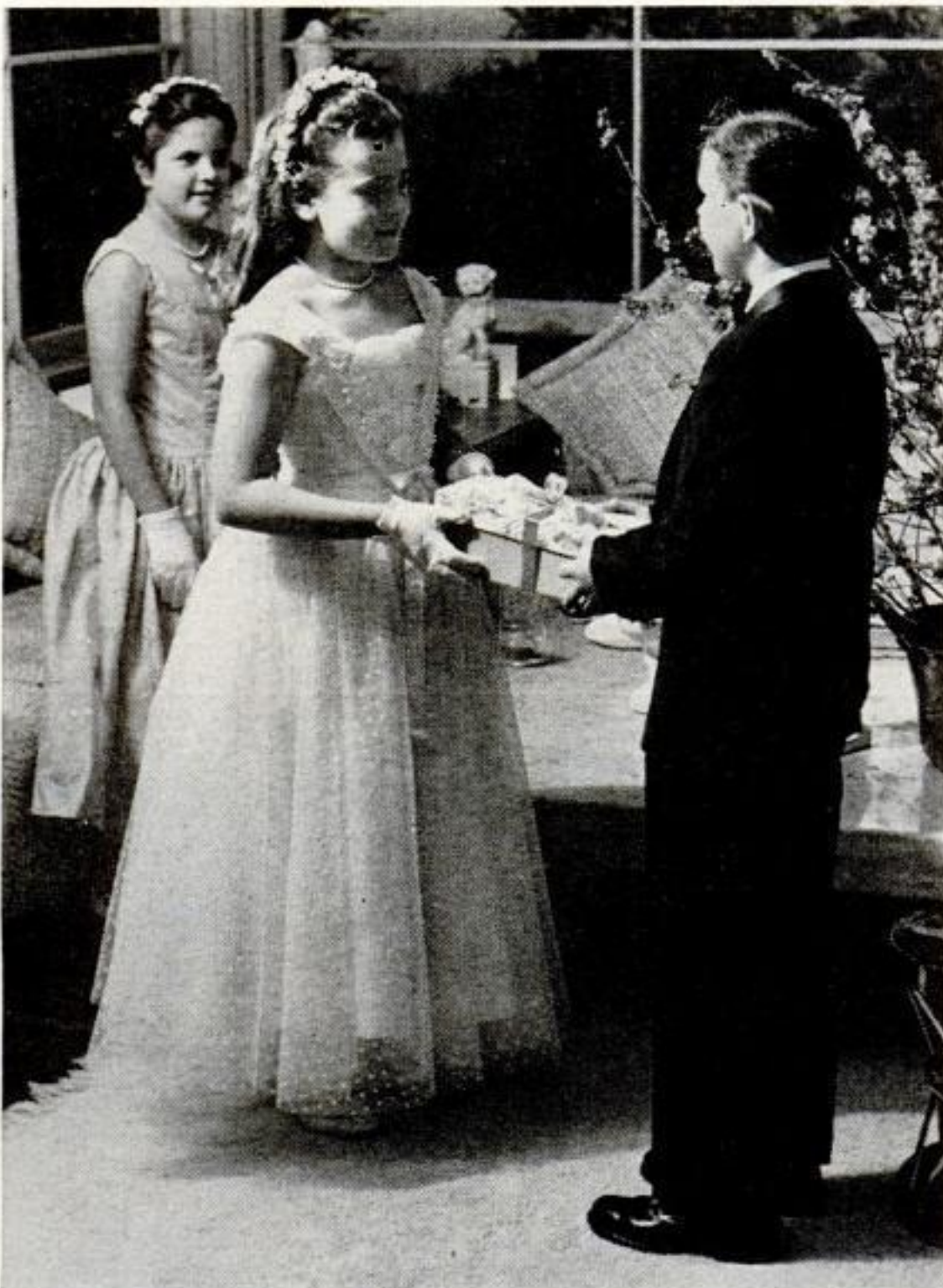
CONTINUED

Copyrighted material



ELDERLY PARTNERS danced with young guests—Van Johnson with his daughter Schuyler, 10 (*left*), Eddie Fisher with Deborah Kerr's daughter Melanie

Bartley, 10 (*center*), and Dick Powell with daughter Pamela, 9. For the dance Zsa Zsa's brick-paved library was covered with a special portable wooden floor.



PARTY PRESENT, a dog bank, is given to Francesca by Richard Eyer, 10, who played a Quaker boy in *Friendly Persuasion*.



SLAPPING BASS, Jeff Tone and Lee Siegel do rock 'n' roll beat. They found Latin rhythms hard to dance to.

CONTINUED



THIS PRIZE BEAGLE

is at top form... in health, disposition and alertness. One look at him and you know he's had the advantage of complete and balanced nourishment. How much nourishing food does the average dog need? An adult pet needs only one meal a day. Occasional snacks or rewards during the day are fine, if not overdone. A very active dog or nursing "mother" dog needs more food than the average pet. Just remember it's the balanced diet that keeps a dog healthy.

FRISKIES' MEAT IS ALL GOVERNMENT-INSPECTED

Canned Friskies' main ingredient is good-tasting lean red horse meat... carefully inspected by the Department of Agriculture. The Government seal on every can is your assurance of highest quality. Canned Friskies provides up to twice the nourishment of cheap brands. It costs a little more, but its good taste and good nutrition are well worth it.



AN ENTIRELY NEW KIND OF DOG FOOD!

In new Friskies Cubes are 6 tempting flavors to stimulate your dog's appetite—meat, liver, milk, fish, vegetable, chicken. The crunchy, bite-size chunks are good for his teeth and gums. It's an entirely new kind of convenient dog food...usually fed dry by itself, as a main dinner, or for snacks and rewards. (Special feast: mix new Cubes with canned Friskies.)



FANCY CLIPPING

and grooming aren't required by most pets, but coats and toenails do require certain attention. Brush your dog often and vigorously. Frequent brushing keeps his coat clean and shiny, gives his skin good tone, and re-



duces the need for baths. Keep his toenails trimmed with a professional metal trimmer available at most pet shops; if in doubt how to use it, ask your veterinarian. For helpful advice on everyday dog care you should have our new free booklet, "Good Health For Your Dog." Just write to Friskies Dog Food, Box 260, Los Angeles 51, California.

FREE COUPON. Tell us which Friskies product you'd like to try—Canned, Cubes or Meal—and we will be happy to send a 15-cent coupon along with your booklet.

With Friskies Dog Foods you need never have dog feeding problems. Here is delicious variety. Here is complete nourishment. Here is fine quality guaranteed by **Carnation**.



A healthy dog's best friend is Friskies...
the dog food with all the goodness of prime grade meat!

Meaty taste, meaty aroma—that's the flavor secret of Friskies Meal!

Mixes instantly to the texture of chopped meat, won't cake or mush in bowl. And it's fully nourishing. For variety, feed Friskies Cubes and canned Friskies. All are balanced and complete, with every essential vitamin and mineral. The dog in your life deserves

Friskies—the *prime grade* dog foods from **Carnation**!



New Simoniz Floor Wax— **childproof** because there's **vinyl** in it!

Vinyl—tough, brilliant vinyl—makes new Simoniz® Floor Wax the toughest, glossiest floor wax ever.

Now, kids can spill on your floors. Romp on them. Track on them. Vinyl, the miracle ingredient, means *childproof* protection.

Floors never shone so mirror-bright. Never stayed so bright, so long . . . even with frequent damp mopping. Yet, when it comes to re-waxing, new Simoniz Floor Wax removes evenly—no blotching.

New Simoniz Floor Wax polishes itself. You don't need to buff. You don't need to rub. Try it.

**For all floors—
linoleum,
rubber,
asphalt,
vinyl tile and
finished wood**



SIMONIZ MAKES IT



A LONG DISTANCE CALL from her idol, Singer Pat Boone in New York, who phoned to sing her a surprise "Happy Birthday to You," thrills Francesca and chum Susan Rosenthal who, Francesca said, "just sat there shivering."



A BIRTHDAY HUG for Francesca is Eddie Fisher's good-natured reply to continual ribbing he took from youngsters, who were all Pat Boone fans. They called him "Eddie Boone," made him sing Boone's top hit, *April Love*.

JOHN



A real gentleman, with an eye for beauty.

MARY



A real beauty, with a flair for fashion.


MOJUD

hosiery



The fashion that turns a leg into a legend!

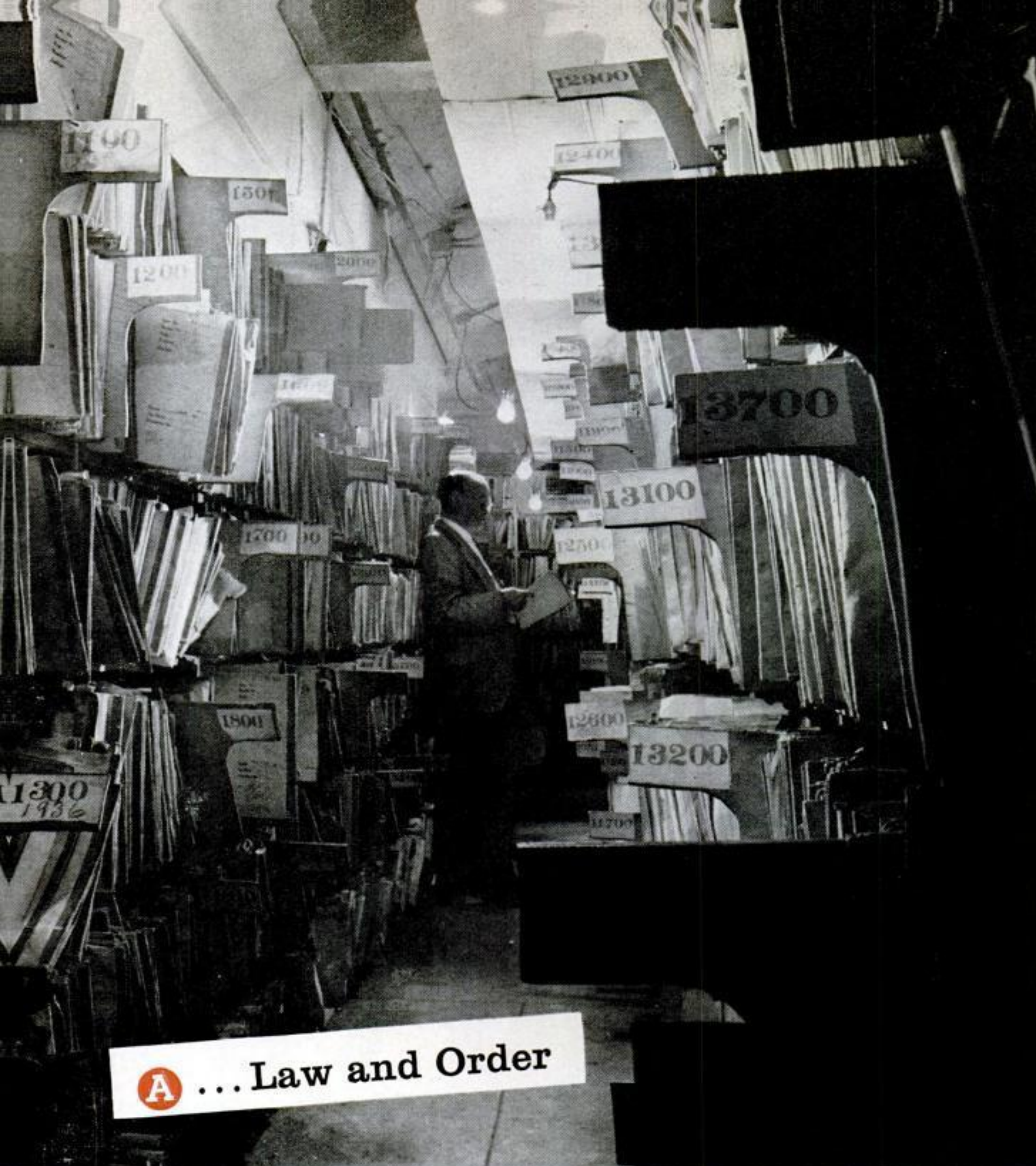
MOJUD®
HOSIERY

division of Chester H. Roth Co., Inc., Licensed Manufacturer 



WIN A EUROPEAN VACATION FOR TWO in MOJUD'S "FAMOUS PAIRS" GIVEAWAY!
FLY **SABENA** BELGIAN WORLD AIRLINES TO THE BRUSSELS WORLD'S FAIR, AND THEN TO THE "HEART-OF-PARIS" BY GIANT S-58 HELICOPTER. ALL EXPENSES PAID! NOTHING TO BUY! NOTHING TO DO! HUNDREDS OF OTHER VALUABLE PRIZES! GET ENTRY BLANKS AT YOUR LOCAL MOJUD HOSIERY DEALER.

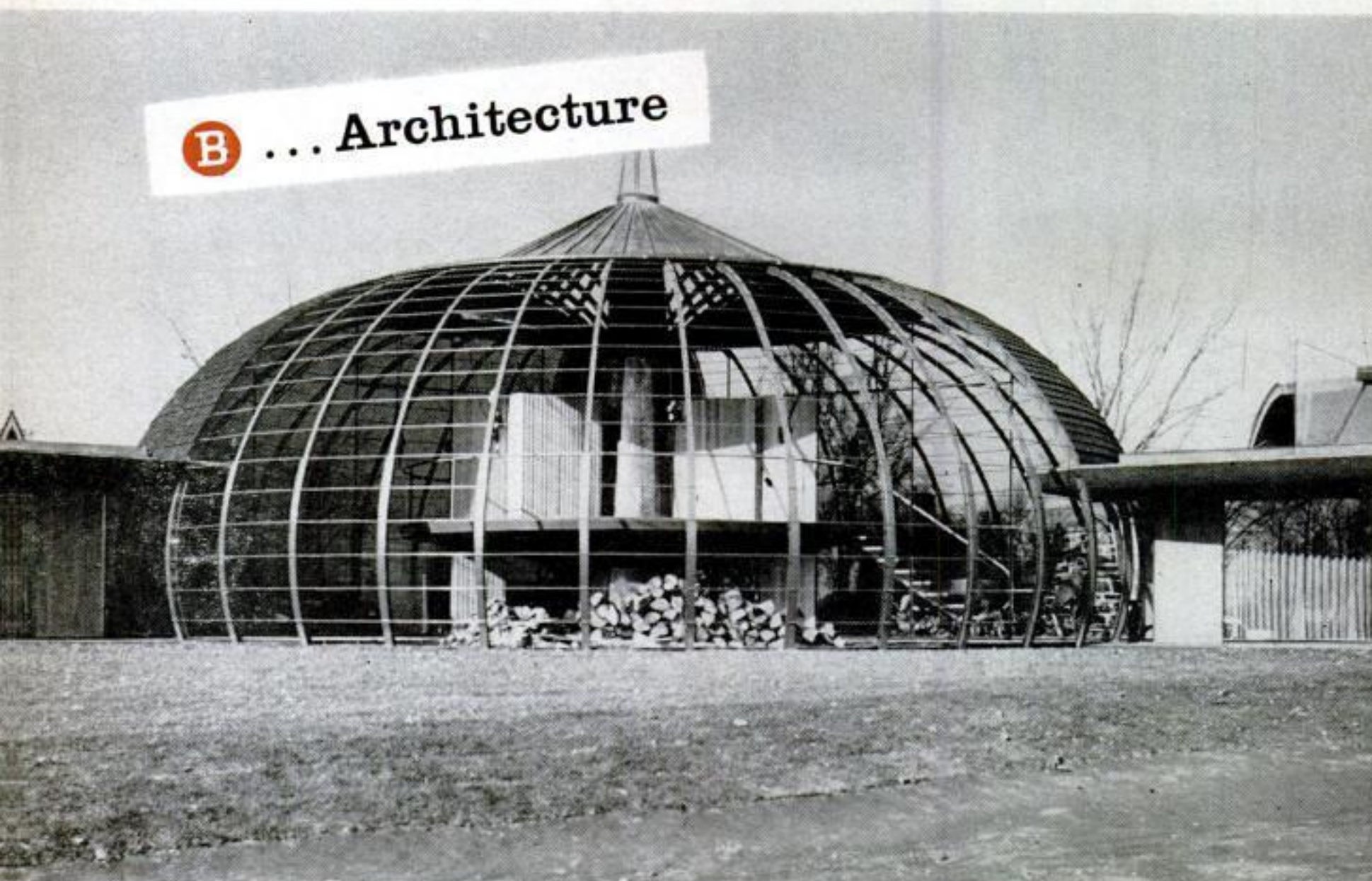
Subject to federal, state and local regulations



A ... Law and Order

CHICAGO (Loop)—Break in legal log jam. You could have died of old age before your injury case ever got to a Chicago court—until LIFE reported on the archaic system, showing how cases settled years ago cluttered up civil court files.

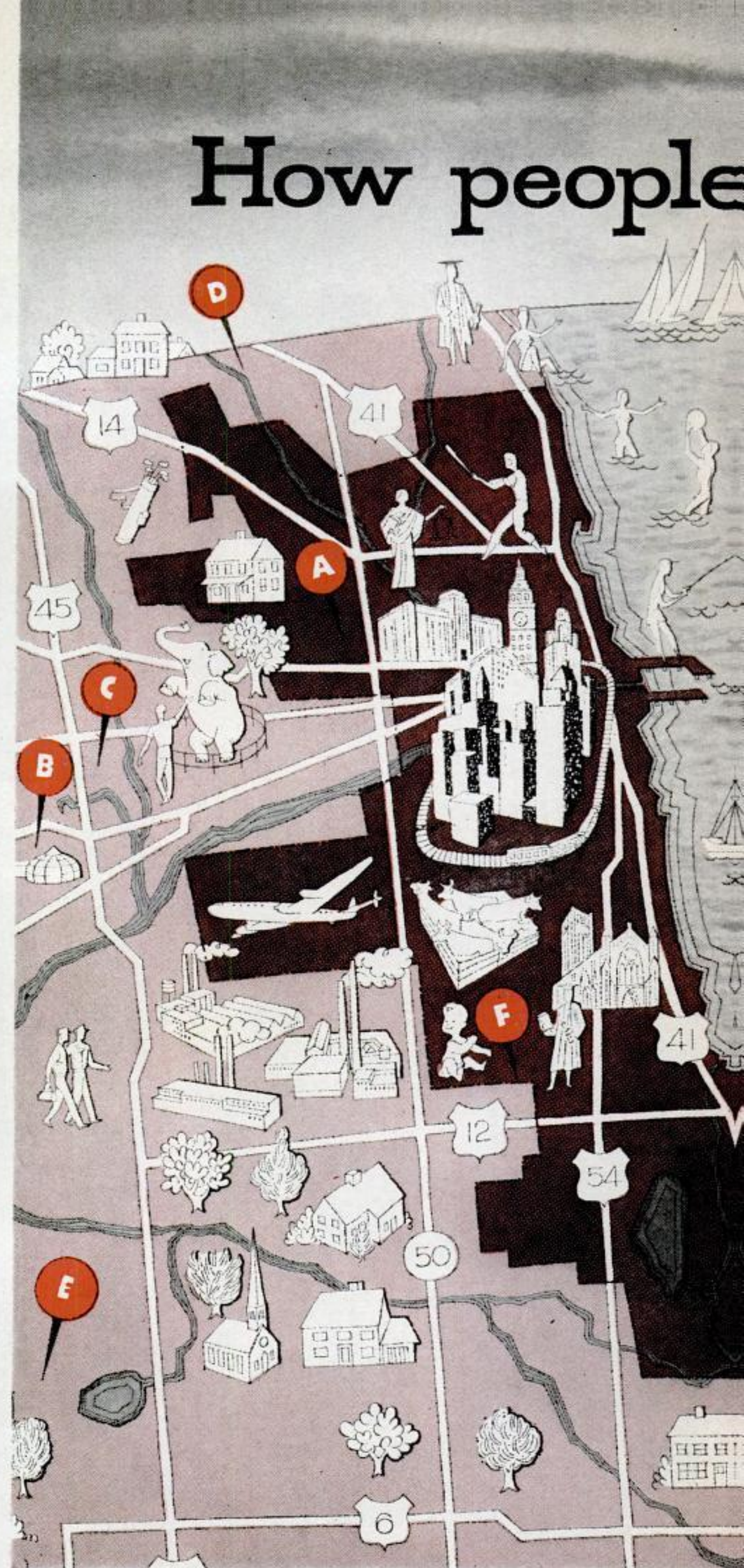
Says Barnabas F. Sears, Chairman of the Joint Bar Committee for the "New Judicial Article," and Pres., Illinois State Bar Assn.: "LIFE's article was the spark that put the show on the road. Prior to the story, our committee had worked for 18 months and yet few had even heard of the movement. LIFE's story came out as the legislature was about to convene and its revelation of conditions never left the minds of the members of the legislature. From that day judicial reform was a live issue, culminating in the present Article which is to be voted on by the people in Nov., 1958. All friends of judicial reform are indebted to LIFE for its vital contribution to public welfare."



B ... Architecture

AURORA—Home arouses global interest. LIFE knew that all sorts of people would enjoy seeing an architectural novelty such as this striking Round House . . . but who would have guessed they'd still be responding 7 years after the article appeared?

"Since LIFE featured our home," states Mrs. Ruth Van Sickle Ford, "we have been deluged with visitors from all walks of life, including architects from all over the world, some with groups of students. In fact, we still get letters from people who are building, even asking us for back copies of that LIFE issue which they want to study."



How people



C ... Zoology

BROOKFIELD—Colt kicks up a stir. "People still come to our zoo asking to see the tarpan colt they saw in LIFE," says Manager Robert Bean of the Chicago Zoological Park. LIFE wrote about this so-called "Stone Age Baby," a throw-back to an ancient breed of horses, in 1956.

Manager Bean continues, "I never answered so many letters, and even though the breed was 'resurrected' by zoologist Heinz Heck in Germany, many of the requests for information came from there."

respond to **LIFE** around CHICAGO



"We live in the age of the colossal upright oblong. We are meeting in the city where the skyscraper was born."—Carl Sandburg.

This is how Chicago's beloved poet laureate described the city's architectural heritage.

Says Edward C. Logelin, Chairman of the Chicago Dynamic Committee: "LIFE, through its outstanding pictorial report of Carl Sandburg's visit, focused national attention on Chicago's dramatic surge of building and city planning. The photographs did more than reflect the beauty of Sandburg's rolling phrases; they captured the vitality and drive which gave birth to the Chicago Dynamic Program."

Chicago is recognized as one of America's major meeting places for whatever anyone wants or wants to sell. And LIFE, too, is a major meeting place for people and products.

LIFE attracts all kinds of readers and holds their interest, for only LIFE gives its readers so much variety. And because LIFE reaches so many millions of households all across the country—households that react enthusiastically to LIFE—no other medium can give you so much response so surely every week.

Here is a sampling of the dramatic and heartwarming things that happen—and keep happening—when LIFE focuses its cameras on the Chicago area. This kind of predictable response takes place—whenever and wherever pictures, articles and products appear in LIFE.

ONLY **LIFE** gets so much response...
so swiftly, so surely



D ... Suburbia

MUNDELEIN—Joke becomes serious business. Builder Anthony J. De Tomasi appeared in LIFE kidding the exaggerated claims of suburban real estate salesmen, as in this picture where he is satirizing the commuter's desperate dash to catch the "fast, on-time" train into the city.

His report: "Before 8 a.m. the day after LIFE hit the newsstands, I found seven prospective buyers waiting at my office. The ultimate result of the story was the sale of some 400 houses."



E ... Education

BRAIDWOOD—Earth-shaking development. People actually went out of their way to visit a school teaching the unusual science of earth-moving after LIFE featured it.

"Students from many nations and troops of Boy Scouts came to watch us at work. Parents brought their sons and 6,000 letters arrived from all over the world," says K. M. Hutchison, Greer Technical Institute. "Best of all, since LIFE's article, our school runs to a capacity enrollment."



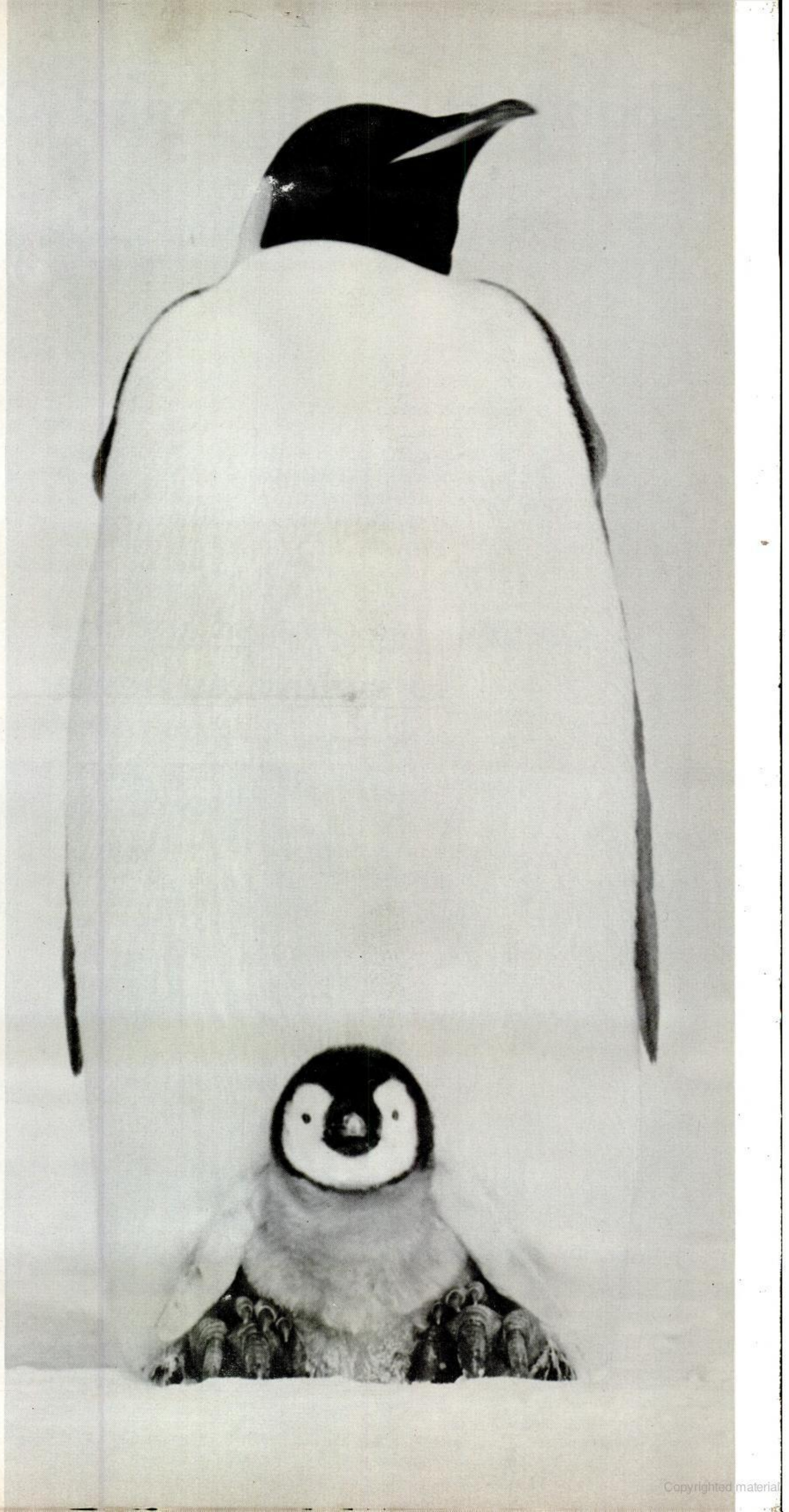
F ... Child Care

CHICAGO (North Central)—Loving care. LIFE's story about Children's Memorial Hospital, where volunteers "mother" sick infants, "brought inquiries from child centers and hospitals throughout the country," says a hospital authority.

Typical example: Dr. Ernest Abernathy, Washington (Pa.) Hospital, writes, "Though we have long been aware of sick children's need for loving care, LIFE's article enabled us to give it stronger emphasis and we now have a similar service."

OUTLOOK FROM DOWN UNDER

Like all baby emperor penguins the one at right spent the first days of life riding on the large flat feet of a parent and hiding under a fold of feathery skin. One day it pushed up the warm downy curtain to look at the lonely antarctic ice shelf where it lived and stared straight at Walter Cox, a Navy cameraman visiting Ellsworth Station to photograph the Navy's IGY work. Cox got his picture just before the baby drew back his head and mother or father penguin—only penguins themselves or experts on the spot can tell which is which—waddled off with baby aboard.



GILBEY'S GIN *is the one gin distilled in 15 countries and served around the world!*



"The world agrees on 'GILBEY'S, please!'"

THE INTERNATIONAL GIN

...distilled and bottled in the United States, United Kingdom, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico, Cyprus, Germany, Spain, Uruguay.
GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, O., DIS. BY NATIONAL DISTILLERS PRODUCTS CO.





WINSTON is the big brand on this range, ma'am—for filter and for flavor!

Once folks discover Winston, they just can't keep the news under their Stetsons! They go for the *flavor* because it's so clean and fresh—from a bright, clear blend of superb tobaccos. They like Winston's *exclusive* pure-white filter, with the smart cork-smooth tip. And, they like to share a good thing when they find it! You try 'em. Then you'll *know* why Winston is now way out ahead of the other filter cigarettes.

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.



Now available in crush-proof box, too!

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!